CBS TELEVISION

PERSON TO PERSON with EDWARD R. MURROW

Guests: Mr. and Mrs. Yousuf Karsh

Jane Morgan

January 9, 1959 10:30 PM EST

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MURROW: Yousuf Karsh is known as a great photographer of great men and women. His pictures have appeared in just about every kind of printed matter outside of comic books and mail order catalogs, even on postage stamps and paper money. Mr. Karsh has also written a couple of books. His new one, "Portraits of Greatness", comes out this year.

Yousuf Karsh is an Armenian who went to Canada as a boy of 16; took his apprenticeship in photography in Boston, and opened his own studio in Ottawa, Ontario 26 years ago. There he met and married Solon Guttier, who had come to Canada from France.

Almost hidden in nearly three feet of snow is the home of Yousuf and Madam Karsh about eight miles from the center of Ottawa.

MR. KARSH: Hello, Ed.

MURROW: Good evening.

MR. KARSH: I have been standing waiting for you by the bird feeder. You are late. The birds have all gone to bed.

MURROW: I'm sorry.

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birds full of all kinds of sweet things that they love and enjoy.

MURROW: Well, I'm sorry we couldn't come up earlier, but even though it is a bit on the cold side, it's a very beautiful setting.

MR. KARSH: Thank you. We enjoy it very much. Some of these trees, Ed, you would be interested to know, are not named by their botanical name, but we often refer to them by our friends, the donors. One would be a Brockington, the other a Chalmer, a Davis and a Pedwin.

MURROW: I didn't know that you had such an interest in bird life, Yousuf.

MR. KARSH: I am a lover of birds, but only by adoption. Shall we go in and meet the expert? Solon is the ornithologist.

MURROW: Good. What's the temperature up there tonight?

MR. KARSH: Let us have some light. Ed, here is the expert, Solon.

MURROW: Good evening, Madam Karsh.

MRS. KARSH: Good evening, Mr. Murrow.

MURROW: I would suppose that by now you've grown accustomed to these cold winters and take them pretty much in

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MRS. KARSH: Good evening, Mr. Murrow.

MURROW: I would suppose that by now you've grown accustomed to these cold winters and take them pretty much in

stride. Right?

MRS. KARSH: I'm afraid not at all. They're getting harder on me every time.

MURROW: Well, something up there must be worth suffering for. What is it?

MRS. KARSH: Oh, the people are wonderful here. So is the country, and, of course, there are the birds.

MURROW: Ah, yes. Yousuf, your work takes you nearly all over the world. Why are you so attached to Canada?

MR. KARSH: Well, Ed, I was born in Armenia. I'm now a proud Canadian citizen. In my youth I was subjected to tyranny and oppression. In Canada I found the sunshine of freedom. As a boy I was brought up by -- to a kindly home, my Uncle Nettash. I went to school and on the first day of school I saw a group of my fellow pupils playing marbles. I had none. They gave me a generous handful to keep. They were determined from the very first day I should not feel half as strange as I felt myself. That fixed the pattern of my loyalty to and my love for Canada.

MURROW: I'm sure it did. Madam Karsh, what's your husband's attitude toward posing?

MRS. KARSH: Posing?

MURROW: Do you have any pictures of him?

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MRS. KARSH: Oh, the best photographs of Karsh are by Karsh himself, but I would love to show you a portrait that was made by a young Canadian artist, Phillip Arzese. It's extempera on gess, or gesso, depending on how you pronounce it.

MURROW: Yes?

MRS. KARSH: And I'll give you the best criticism of it. It's by Yousuf's five-year-old nephew, who went to his mother and said, "Mama, is that when Uncle Yousuf went to Heaven?" I must say it looks a little saintly.

MURROW: It does at that, doesn't it?

MRS. KARSH: Hm, hm.

MURROW: As I've heard it described, Yousuf paints his pictures with lights and lens.

MRS. KARSH: That he does, but the unfortunate thing is that people always ask him, "How does it out? What did he do?" And he never knows because it's so intricate that he's quite forgotten that he has moved a light here and a camera there.

MURROW: Yousuf, you have an opportunity to spend a lot of time alone with many of the world's most prominent people. Who, among them, have particularly impressed you?

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MR. KARSH: ---and see some of them?

MURROW: Fine. Thank you.

MR. KARSH: Come on, dear. By the way, Ed, I think you might be interested in this wood carving.

MURROW: Yes. What is it?

MR. KARSH: It is a wood carving made by a young Czech artist, Jan Sotts, who had come originally on behalf of his government to the World's Fair in New York. He loved the freedom of North America and decided to take refuge, and now he's in Victoria, B.C.

MURROW: Ah, yes. Now could we see some of your portraits, Yousuf?

MR. KARSH: Yes, with pleasure. Helen Keller and companion, Polly Thompson.

MURROW: Oh, yes.

MR. KARSH: Upon meeting Helen Keller, I reminded her that this is not the first time I had the pleasure of meeting her for I knew her through her writing. One of the first articles I had read in the English language was an article by Helen Keller, "How to Appreciate The Beauty of Sunset." I reminded her now, having met her, I no longer think of her in terms of sunset, but rather sunrise. Helen Keller's life,

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MURROW: Yes.

MR. KARSH: Juan Sebalius. I spent a good deal of time with Sebalius, but this is the result of a story -- his expression -- the result of a story I told him. During the Russo-Finnish war, the news came to the many Finnish people who were in Canada Northland cutting timber. The production of the wood diminished greatly, as they brought it over, the bad news.

MURROW: Yes?

MR. KARSH: Suddenly, the foreman had an idea. "Let us put Finlandia" on the public speaking system. Suddenly the production increased immeasurably. This is the granite-like expression that awed me.

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MURROW: Yes.

MR. KARSH: I would like to think of these kindly and compassionate eyes closely related to the story that is told about him in his replying to the over-zealous pressmen when they approached Professor Einstein saying, "Now we have the hydrogen bomb. Supposing we decided to use it upon each other. What then?" He replied with the innocence of a child

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like -- he said, "Alas, we would no longer be able to listen to the music of Mozart."

MURROW: There he is.

MR. KARSH: Ernest Hemingway, the shiest man I have ever photographed. The gentleness of his voice, of himself, belies the intellectual and physical massiveness of the man.

MURROW: Yousuf, I've noticed you pay a lot of attention to hands in your portraits.

MR. KARSH: Well, Ed, I have sometimes been criticized for over-emphasizing hands. Here is a picture of a man whose hands you cannot see, but the magic of those hands you are conscious of. The musician's musician, ~~Otto Kaser~~ Pablo Casals.

MURROW: Yes.

MR. KARSH: George Bernard Shaw. He made many restrictions that I should only use a little camera and not too much light. Finally, I said, "Mr. Shaw, if the world should ask you to give them your best play, and they sealed your lips and tied your hands behind your back, what kind of a play would you give them?" He said, "May I ask what nationality you are?" I said, "Armenian." And with that kindly laugh of his, he said, "Ah, I have many friends among the Armenians, but, you know, the only way to keep them healthy and strong is to have

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them exterminated once in a while."

This, Ed, is a picture of an old Indian 88 years of age.

MURROW: Wonderful face!

MR. KARSH: It is strong. He was flown on a plane from to Canada to come to a hospital in Edminton for an operation on both his eyes for cataracts. Although he was old, ill and poor, he was very cheerful and with high hope for the day when he could see the world again, his children, his grandchildren, and his great-grandchildren. As you know, Ed, my chief joy is to photograph the great in heart, in mind and in spirit, be they famous or unknown.

MURROW: I remember the Karsh portraits of Sir Winston Churchill. How many did you make of him?

MR. KARSH: I have had the pleasure of photographing Winston Churchill twice. This in 1941 when he's facing the grimest with great courage -- the grimest of tasks -- and 14 years after is this picture where his face is lined with wisdom, knowledge, but no compromise and no illusion -- the incomparable Churchill.

MURROW: You took -- who have been some of your more recent subjects?

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graph Prime Minister Macmillan three weeks ago, but exactly a week ago, Ed, I had the honor of photographing Pope John XXIII, and what an exuberant man he is! He is, in essence, El Papa, The Father.

MURROW: Yes. Yousuf, what characteristics have you found your more distinguished subjects to have most in common?

MR. KARSH: Well, I have discovered they have implicit faith in themselves and their life's mission, be it for good or bad, and in all cases, an infinite capacity for hard work.

MURROW: Which have you found to have the most vanity, men or women?

MR. KARSH: Unquestionably I would say men.

MURROW: Madam Karsh, do you agree with that?

MRS. KARSH: Oh, definitely.

MURROW: Yousuf, what's the best advice you can give amateur photographers who have neither your experience or elaborate equipment?

MR. KARSH: Well, there is no special rule, but I would say take a camera and keep on taking pictures. Reflect a bit, and if the bug catches you, you become, and you find you have become a dedicated photographer, then you remain in it.

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Otherwise, do not enslave yourself to it; enjoy it. Many fine photographs have been made by uninitiated and inexperienced. We have some remarkable pictures taken as a fine record of our time.

MURROW: Madam Karsh, you said earlier that you don't help Yousuf take his pictures. Do you take any part in the business at all?

MRS. KARSH: Business is right. I've married an artist who has no idea and doesn't want to have any, about either banks or income taxes, so I'm the one who attends to it.

MURROW: Well, before we are forced to say goodbye, I'd like to ask you this, Yousuf. Who are some of the personalities of history you would have liked to have photographed had you had the chance?

MR. KARSH: Leaving out The Saviour, and the founders of great villages, Ed, the people I would have liked to photograph would have Leonardo da Vinci, Shakespeare, Moses, Joan of Arc, St. Francis Xavier. I am sure he would have approved the way we treat our friends.

MURROW: I am sure he would, too.

MR. KARSH: And Socrates.

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MRS. KARSH: Good night.

MR. KARSH: Good night, Ed.

MURROW: And will you say our thanks to the Canadian Broadcasting Company for their help as well. Thank you very much.

MRS. KARSH: They've all been wonderful.

MURROW: In just a moment we'll take you for a visit with Jane Morgan. And now here again, speaking for Kent, is Bob Wright.

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MURROW: Frenchmen regard Jane Morgan as a Parisian singer from America. Americans frequently refer to her as the American from Paris, and Boston-born Jane Morgan, who insists she's as American as baked beans, is known throughout much of the world as a French singer. That's because Jane got her first big break in Paris.

Miss Morgan comes from a musical family. Her father was a cellist with the Boston Symphony Orchestra. Her mother studied opera in Europe, and Jane came to New York to study opera for a time at the Julliard School of Music. Then she switched to popular music, sang with a dance band, and found her first fame in five years of performing in Europe.

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On these shores Jane Morgan lives in a three-room apartment in that building in Midtown Manhattan about half-a-block away from Fifth Avenue. It overlooks the Museum of Modern Art.

Good evening, Jane.

MISS MORGAN: Good evening, Ed.

MURROW: How are you?

MISS MORGAN: Very well, thank you.

MURROW: Tell me, are you coming or going -- packing or unpacking?

MISS MORGAN: Well, I just returned from a trip to St. Thomas in the Virgin Islands. It was wonderful and it was so warm there.

MURROW: Well, were you working a night club down there, or were you just taking it easy before your next job?

MISS MORGAN: No, I was working in Las Vegas at the Riviera Hotel, and I went to St. Thomas for three wonderful days of swimming and snorkling. Oh, I loved it!

MURROW: Did you have any time for shopping down there?

MISS MORGAN: Well, I always find time to do a little shopping for my favorite collector's items, a hat. This is my St. Thomas hat. Do you like it?

MURROW: Very nice, indeed. Tell me, do you buy

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MISS MORGAN: Well, I buy hats for practically any purpose, Ed. I have about a hundred gowns and 300 hats that we keep here in my apartment. These are some of the things that I just unpacked. I have some of my Easter hats ready, and quite a few of the hats in my collection.

MURROW: I would guess that many of your clothes were acquired during your years in Paris. Right?

MISS MORGAN: Oh, yes, Ed. I became very interested in fashion when I was over there. All of the French couturiers made me beautiful dresses and I started collecting hats with interesting stories to them. Perhaps you'd like to see a couple of them.

MURROW: Yes.

MISS MORGAN: This is a Russian Cossack hat that was given to me by a Russian Cossack. I think it's quite stunning.

MURROW: Very nice.

MISS MORGAN: Do you like it?

MURROW: We have the weather for it right now, don't we?

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hat that's made of bear skin.

MURROW: Bear skin, yes.

MISS MORGAN: You could borrow that if you get too cold in New York.

MURROW: I will do that.

MISS MORGAN: And I have a hat that was given to me by a fireman in Bradford, England. So you see. And, of course, the most important hat is one that every woman needs to have. This is the typical -- what I call the typical -- Parisian hat that no girl should be in Paris without.

MURROW: Oh, yes, I think every woman should have a hat like that.

MISS MORGAN: Don't you think so, too?

MURROW: Well, I gather you still regard Paris as your fashion capitol. Right?

MISS MORGAN: Well, I think that in France women have a great deal more time to spend on fashion. Here in America we're very busy working and taking care of lots of children and doing housework, and we don't really have as much leisure to concentrate on fashions as the French women do.

MURROW: Is your apartment overcrowded with hats and working clothes?

MISS MORGAN: Yes, I'm afraid it is, Ed. I have

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MISS MORGAN: You could borrow that if you get too cold in New York.

MURROW: I will do that.

MISS MORGAN: And I have a hat that was given to me by a fireman in Bradford, England. So you see. And, of course, the most important hat is one that every woman needs to have. This is the typical -- what I call the typical -- Parisian hat that no girl should be in Paris without.

MURROW: Oh, yes, I think every woman should have a hat like that.

MISS MORGAN: Don't you think so, too?

MURROW: Well, I gather you still regard Paris as your fashion capital. Right?

MISS MORGAN: Well, I think that in France women have a great deal more time to spend on fashion. Here in America we're very busy working and taking care of lots of children and doing housework, and we don't really have as much leisure to concentrate on fashions as the French women do.

MURROW: Is your apartment overcrowded with hats and working clothes?

MISS MORGAN: Yes, I'm afraid it is, Ed. I have

much too many hats and dresses here, but there is one that I would like to show you that I wouldn't give up for the world because I really shouldn't have it at all. It's strictly illegal. This is a London policeman's hat, and as you probably know, it isn't quite "cricket", as they say, for anyone except a London policeman to have a hat like this.

MURROW: I know.

MISS MORGAN: They have numbers. They are all licensed and the gentleman who acquired this hat for me is no longer with Scotland Yard, but now I have the hat.

MURROW: Very becoming.

MISS MORGAN: Thank you.

MURROW: Do you know, it must be rather simple for you when you're traveling. All you have to do is shop at hat stores and dress shops. Right?

MISS MORGAN: Well, I have another love in my life and I like very much to collect paintings, Ed. I have one here that is kind of interesting because I got it in New York, but this was the back of a canvas.

MURROW: The back?

MISS MORGAN: And this was the painting that was originally being sold, and I saw this painting which is on the back and loved it very, very much. So I think this was the

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MISS MORGAN: And this was the painting that was originally being sold, and I saw this painting which is on the back and loved it very, very much. So I think this was the

first painting that I was able to collect for my apartment.

MURROW: Well, I prefer the back to the front, too.

MISS MORGAN: I do, too. Something about that bowler hat.

MURROW: Hm, hm.

MISS MORGAN: You know, I think my interest in paintings was stimulated by the fact that my grandfather, who appears here in a self-portrait, was a very well known American painter. His name was J. Frank Currier. Over here is one of his canvases, and in my family we have, oh, several hundred of his canvases that he painted in Europe during his lifetime.

MURROW: Was your grandfather the Currier of Currier and Ives?

MISS MORGAN: Well, actually, his father, my great grandfather, was a cousin of Nathaniel Currier.

MURROW: Jane, did you have training in art as well as music?

MISS MORGAN: Well, Ed, when I was a child I didn't have too much time for art because I was surrounded by music. Everyone in my family played an instrument. My mother gave me voice lessons. My brother gave me acting lessons. My father gave me piano lessons, and I was so busy listening to string quartets and learning how to do a tortueux se that I didn't

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have time to learn drawing, and every night when I would go to sleep, I would hear my mother and father and their friends in the living room playing string quartets.

MURROW: Well, with that background in classical music, how did you happen to switch to popular music?

MISS MORGAN: Well, Ed, I studied opera, but I decided I wasn't really suited for opera. I didn't care for it that much, and I felt that the discipline of an operatic life was not something that appealed to me, and besides, that I couldn't stand the sound of my own voice when I sang up high, so I gradually got lower and lower and lower.

MURROW: Well, Jane, then did you decide to find work in Europe?

MISS MORGAN: Well, I didn't really make a decision about it. I was offered a job which I badly needed and one of the clauses in the contract was that I was to be provided with three square meals a day because my mother was afraid that I might starve over there, but the French lawyers who made the contract for me were very perplexed about this expression, three square meals. They didn't understand so they finally decided that three square meals meant the meals that an American traveling salesman would eat if he was traveling around the United States. So that's what I got, and I think I gained at

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least 14 pounds the first month I was in Paris.

MURROW: Well, by now I am certain that you have no regrets at having avoided an operatic career. Right?

MISS MORGAN: Well, when I was very small, my mother tried to have me learn classical music, and I used to do this all day long. Do you want to listen?

MURROW: Yes, I'm listening.

(Miss Morgan plays piano.)

MISS MORGAN: She tried very hard to make me learn to play the piano, but I am afraid I wasn't very good, and afterwards, many years later when I started to sing popular songs, I did something like this. (Sings and plays piano.) That's the kind of thing that I do now-a-days.

MURROW: Very nice, too. Is that a number from your night club act?

MISS MORGAN: Well, I do it in my act, but it is one of the recordings that I have made recently for Cap. Records.

MURROW: Tell me, what is your next big step, Jane. More records, another road trip, Europe again?

MISS MORGAN: Well, I want to travel. I love traveling, and I want to make some more recordings, but one of the things I especially would like to do is to go up to spend

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MISS MORGAN: Well, I want to travel. I love travelling, and I want to make some more recordings, but one of the things I especially would like to do is to go up to spend

some time at my farm in Maine. I just acquired a beautiful old farm, 40 acres, and maybe you'd like to see a photograph of it.

MURROW: That looks like an estate, not a farm.

MISS MORGAN: Well, I'm very proud of it. It's a lovely old, old Maine farmhouse, and my brother, who runs the theater in Kennebunkport where Blueberry Hill is located, has helped me fix it up, and I think I'm going to enjoy spending some time there. After Monday night when I'm on the Firestone Hour, I am going to spend a couple of weeks getting my new night club act ready for the Plaza where I'll be opening on the 27th of April, and after that I want very much to go back to Europe for a trip to London and Paris.

MURROW: Well now, Jane, aside from changing languages, do you have any other major problems when you perform in Europe?

MISS MORGAN: Well, I think that one of the problems is a difference in the attitude about performing. I found working in Europe that the people there were not as interested in the vocal side of a performance as they were in the visual side, and more than anything I want to be a good performer.

MURROW: Thank you very much, Jane, and much luck

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MURROW: Thank you very much, Jane, and much luck

to you on your next trip to Europe and on your various performances here. It was very pleasant to have visited with you.

MISS MORGAN: Thank you very much, Ed.

MURROW: Good night, Jane Morgan.

MISS MORGAN: Good night.

MURROW: Good night. I will be back in a moment to tell you about next week's guests right after a word from Revlon.

(Commercial)

MURROW: Next week we'll be calling on one of America's best known orchestra leaders, Meyer Davis and his wife in their New York apartment. Mr. Davis, who has played at many White House functions through the years, is credited with having been the originator of the so-called "Society Band."

Next week we'll also be visiting with the Huntington Hartfords. He is heir to the A&P chain, and a prominent patron of the arts. Mrs. Hartford, an artist in her own right, is actoress Margorie Steel.

There are some of the people who made tonight's program possible.

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Guests: Mr. and Mrs. Huntington Hartford

Mr. and Mrs. Meyer Davis

January 16, 1958 10:30 PM EST

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(Commercial)

MURROW: Huntington Hartford, at the age of 47, has tried his hand at a number of tasks: theatrical producer, author, businessman, philanthropist, and art papering. He has been able to do much of this because he possesses a sizeable fortune, derived to a great extent from his family's holdings in The Great Atlantic and Pacific Tea Company, the A & P.

Huntington Hartford was born here in New York, attended St. Paul's Preparatory School, and graduated from Harvard, where he majored in English literature and played a very good game of tennis.

During World War II he served in the Coast Guard. Ten years ago Huntington Hartford married actress Marjorie Steele. Currently they divide their time among several places: Florida, Europe, California, New Jersey, and their home here in New York. When they're in the city, Mr. and Mrs. Huntington Hartford live in a duplex apartment in that building on the right, overlooking the East River, one street away from the United Nations Building.

Evening, Hunt.

MR. HARTFORD: Good evening, Ed.

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MURROW: I know you're just back from Palm Beach. What brings you to New York this time, business or pleasure?

MR. HARTFORD: Well, a little of both, Ed. Actually, I'm very busy these days. I have a lot of meetings in New York. I have a meeting of the Oil and Shale Corporation, and the Handwriting Institute, and Ed Stone has been waiting for me to get together with him on the new museum up here.

MURROW: Well, Hunt, are these active or casual interests? How do you find the time for all your projects?

MR. HARTFORD: Well, Ed, I don't know. Frankly, I kind of believe -- agree with Somerset Maugham that I -- but -- gee---

MURROW: That you have to do two things each day that you don't want to do. Go to bed and get up. Is that right?

MR. HARTFORD: That's right.

MURROW: Hunt, I know you never had to get up early only because you needed a job to pay your grocery bills. Have you ever had a low-level position?

MR. HARTFORD: Ed, I had two low-level positions, as you might call them, earlier in my life. I worked on a newspaper called PM where I worked as a cub reporter---

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MR. HARTFORD: ---and then a little later just be-

fore the war, I had a job at the Harvell Die Casting Company out in California, and it was pretty tough work, actually.

MURROW: Tell me, Hunt, do you enjoy all of your present projects, or do you get what you would say a particular satisfaction from some of them?

MR. HARTFORD: Well, Ed, there's one in particular -- I enjoy all of them, of course, but I enjoy one in particular that I enjoy probably more than the others, and that's the study of handwriting and graphology. It's probably my oldest interest.

MURROW: I don't know anything about that. I know what it means, but I've had no experience with it.

MR. HARTFORD: I'd like to tell you a little about it, Ed.

MURROW: Good.

MR. HARTFORD: As a matter of fact, there's an instrument here in the other room, in the library, that I'd like to show you. This interest of handwriting of mine has been an interest for a great number of years, and we have a Handwriting Institute over at 48th Street. This instrument is called a graphodyne. It has something called a strain gauge in it, and this is an electric pencil that you write with---

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MR. HARTFORD: ---and I have a number of interests over there at the Handwriting Institute. It's not just a hobby. It's quite a serious scientific study, the study of handwriting.

MURROW: What, precisely, do you learn from it, Hunt?

MR. HARTFORD: Well, we have a very powerful microscope over there with which we study the diagnosis of disease, and then Dr. Epstein and I work on the study of all types of different handwritings of people from all walks of life.

MURROW: You mean handwriting may give you a clue as to a disease? Is that possible?

MR. HARTFORD: Well, yes, I believe that it can, Ed. As a matter of fact, people think of graphology or handwriting as sort of fortune telling, but, actually, it's what they call a projective technique in medicine. Something similar to the Rorschach test or something of that sort, or intelligence test.

MURROW: Well, I'm sure that all subjects are interesting if one gives them enough study, but somehow I was under the impression that your major interest was in collecting art.

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interests, Ed. This is one of our paintings that we bought in London just recently. It's by a painter named DeGaff. It was -- he painted it, I believe -- I think it's of the London Zoo. It was painted in the London Zoo, rather.

MURROW: Tell me, does Mrs. Hartford share your interest in graphology as well as in painting?

MR. HARTFORD: Yes, Ed, she certainly does. She shares all of my interests. As a matter of fact, I think she's here right now.

MURROW: Good.

MR. HARTFORD: I'd like very much for you to -- I know you would like to see her again.

MURROW: I would, indeed.

MR. HARTFORD: Hi, Margie.

MRS. HARTFORD: Hello.

MURROW: Evening, Marjorie.

MRS. HARTFORD: Hello, Ed.

MURROW: How are you?

MRS. HARTFORD: Just fine.

MURROW: Tell me, does your art collecting interfere with your interest in the theater?

MRS. HARTFORD: No, I wouldn't say so because my first love is the theater, but a very close second is collecting

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MR. HARTFORD: I would, indeed.

MURROW: Hi, Margie.

MRS. HARTFORD: Hello.

MURROW: Evening, Marjorie.

MRS. HARTFORD: Hello, Ed.

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MR. HARTFORD: As a matter of fact, when she was in Cat on A Hot Tin Roof, she was gone about a year, and, actually, her interest in the theater interfered with the art collecting for a while.

MURROW: Well, Hunt, as one who has little interest in collecting anything, I often wonder what is the major motivation? For example, do you collect art as an investment, for personal pleasure, or just what is the reason?

MR. HARTFORD: Well, Ed, I don't think people should collect paintings as an investment because I think if they do, they'll probably lose money. I think that if you're going to collect paintings, you should collect them because you like them and because you enjoy them. As a matter of fact, I'd like to show you some of the paintings that we've just been collecting recently.

MURROW: These are some recent acquisitions, are they?

MR. HARTFORD: Yes, they are. This is a painting by Degas. It's rather interesting because it's a classical subject by a modern master.

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of the famous French painters. We bought it at an auction just a couple of nights ago, as a matter of fact. It's of the famous castle of Chillon in Switzerland that Byron wrote about.

MURROW: Yes.

MR. HARTFORD: This is a Constable. It's quite a great painting, but then, let me see now. Oh, yes, this here is a Sargeant.

MURROW: That looks as though it came from his earlier period. Did it?

MR. HARTFORD: Yes, this is one of his earlier ones. Actually, it's much freer and looser than the later ones which look more formal and stylized. This is by my favorite artist, Marjorie, and I don't know whether you recognize the subject or not, but---

MURROW: I do, indeed. I do, indeed. Hunt. Tell me, don't you regard those as good enough to be hung, including Marjorie's, I might say?

MR. HARTFORD: Oh, they're certainly good enough to be hung. As a matter of fact, of course they're very fine paintings, and probably a little too good to be hung here in the apartment, Ed, but we're building this gallery of modern art in Columbus Circle, and that's where we hope to hang them.

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MR. HARTFORD: This is a Constable. It's quite a great painting; but then, let me see now. Oh, yes, this here is a Sargeant.

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MR. HARTFORD: Yes, this is one of his earlier ones. Actually, it's much freer and looser than the later ones which look more formal and stylized. This is by my favorite artist, Marjorie, and I don't know whether you recognize the subject or not, but---

MURROW: I do, indeed. I do, indeed. Hunt. Tell me, don't you regard those as good enough to be hung, including Marjorie's, I might say?

MR. HARTFORD: Oh, they're certainly good enough to be hung. As a matter of fact, of course they're very fine paintings, and probably a little too good to be hung here in the apartment, Ed, but we're building this gallery of modern art in Columbus Circle, and that's where we hope to hang them.

MURROW: Marjorie, are you in fairly, shall I say, complete agreement with Hunt's taste?

MRS. HARTFORD: Oh, yes, I think so -- very much so. In fact, I think my husband's taste is pretty well known. At one time, about two years ago, he took a full-page ad in most of the papers expressing his point of view on art.

MURROW: I remember that.

MRS. HARTFORD: It was very strong.

MURROW: I'll say it was strong!

MRS. HARTFORD: But, actually, he's not against all abstract art; he's just against the real extremes, you know.

MURROW: Hunt, a moment ago you mentioned a gallery of modern art you're building here in New York. Is there any, shall we say, inconsistency in this considering your well known views on modern art?

MR. HARTFORD: No, I don't think so, Ed. I mean, I think because a museum is called modern, it doesn't necessarily have to show only extreme forms of abstract art. I think that it can be modern and still have a healthy point of view. I'd like to show you a picture of the museum which Mr. Stone has designed for us where the paintings are going to be shown. This is the museum. It's on Columbus Circle.

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MURROW: Yes?

MR. HARTFORD: And it will be built of marble and about nine stories high. Also over here we have a small model of the first four or five floors of the museum. This is where the paintings are going to be hung. It will probably hold about two or three hundred paintings.

MURROW: Ah, yes. Hunt, will there be any room for the Marjorie Steele paintings in the gallery?

MRS. HARTFORD: Oh, no!

MURROW: No?

MR. HARTFORD: Well, I don't know, Ed. I'd like to show one or two of them. This is one of her paintings, for instance. It was painted from the window here. It's of the United Nations and of the East River.

MURROW: Very nice.

MR. HARTFORD: And there's a couple more of her paintings. She was working on these down in Florida.

MRS. HARTFORD: These are my two children.

MURROW: Yes.

MR. HARTFORD: These are the two children, and this is Cathy. She's eight years old. And Jackie. He's five. They're not completed yet, as you can see.

MURROW: Very handsome, though. Marjorie, is---

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MRS. HARTFORD: Yes?

MURROW: ---that what occupies most of your time when you're in Florida?

MRS. HARTFORD: Well, when I'm in Florida, when I'm not painting or I'm not with the children, I'm usually under the water skin diving lately.

MURROW: What attracts you to skin diving?

MRS. HARTFORD: Oh, I love the adventure of exploring underwater, going into wrecks and seeing what you can find. Actually, this summer I brought up a Roman amphora outside of San Raphael in France.

MURROW: Did you!

MRS. HARTFORD: It was really exciting.

MURROW: Oh, it must have been. Hunt, are you a skin diving enthusiast, or do you have too many other interests?

MR. HARTFORD: Well, Ed, I tried it once or twice over in the Riviera, and I must say I was a little horrified at Marjorie down with about 30 sharks in the Bahamas.--

MRS. HARTFORD: No, they were barracudas.

MR. HARTFORD: ---last week, but I do have a lot of interests to keep me very busy, particularly interests that are not only interesting, but they're financial business interests for profit. One of them is this automatic garage which will be the world's first fully automatic garage and

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MURROW: It's to be extracted from shale, right?

MR. HARTFORD: That's right, yes.

MURROW: Well, Hunt, the considerable Hartford family fortune has given you the means and the time to engage in a great many interesting activities. Have things always been easy for you?

MR. HARTFORD: No, Ed. As you can see, I'm rather shy and I've always been that way. I'm afraid I was terribly shy when I was young, and I knew that I was coming into a great deal of money, and I didn't know what to do about it. It was a tremendous responsibility, but I couldn't -- it was difficult for me to know how to use it, and I couldn't just ignore it, but when I got older, I realized that you shouldn't be a slave to your money; that if you could control your wealth rather than your wealth controlling you, then you will know how to handle it.

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will want to tell your youngsters when they're a little bit older. Right?

MR. HARTFORD: That's right. Well, Ed, you know, we've talked a lot about art, and I think perhaps the reason that I'm interested so much in art is that the things that I feel about art I feel about life in general: that art should be positive, that it should not be destructive; that it should not be negative, and that if it must be rebellious, it should be rebellious with the idea of building something instead of destroying it.

MURROW: Very well said. Thank you very much, Hunt. Thank you, Marjorie. Thank you for letting us come.

MR. HARTFORD: Thank you, Ed.

MRS. HARTFORD: Good-bye.

MURROW: And say hello to the children when you get back to Florida. Good night.

MR. HARTFORD: Good night.

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In addition to recording for Victor Records, he has interests in many other businesses from bowling alleys to Broadway shows.

Meyer Davis, who comes from Maryland, started his first orchestra while still a high school boy in Washington, D.C. He went to law school for a while, but to coin a phrase, he gave up the bar for the baton.

Meyer and Mrs. Davis -- she's also a professional musician -- have been married 42 years and are the parents of four children. Hilda and Meyer Davis live in a duplex apartment in this building on the West Side of Central Park here in New York City.

Evening, Mrs. Davis.

MRS. DAVIS: Hello, Ed.

MURROW: Good evening, Meyer.

MR. DAVIS: Hi, Ed.

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MRS. DAVIS: Hello, Ed.

MURROW: Good evening, Meyer.

MR. DAVIS: Hi, Ed.

MURROW: With so many bands working for you at the

same time, don't people ever ask you is there a real Meyer Davis?

MR. DAVIS: Well, once in a while there are people who think that the name is sort of a trademark or just a name, but I think most people know that there actually is a Meyer Davis. I remember one of my orchestras playing for a big party at the Ritz Carlton, and they were playing a classical number arranged as a fox trot, which at the time was sort of the vogue, and this couple dancing by stopped, and the lady said to the leader, "Tschaikowsky?" He says, "No, Madam, Meyer Davis." Sort of silly.

MURROW: Mrs. Davis, as a musician yourself, have you ever been called upon in an emergency to help out in one of Meyer's bands?

MRS. DAVIS: Oh, not exactly, Ed. I write an occasional song for him. I wrote a song for Mamie Eisenhower last spring which was played at the White House at a party in which Meyer had the orchestra, called "First Lady", of course.

MURROW: "First Lady", yes. Meyer, have you ever tried your hand at composing or playing classical music?

MR. DAVIS: Well, composing in a very small way.. I've done sort of special numbers once in a while, but Hilda is the "long hair" of the family. Her tone poem actually has

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MURROW: You must have enjoyed sharing the podium with Pierre Monteux.

MR. DAVIS: I did.

MURROW: Mrs. Davis, have any of your children followed you and Meyer in music careers?

MRS. DAVIS: Oh, yes. Jane is in Europe now. She sings all over Europe, and Meyer Davis, Jr., who died in the war, was a violinist, and Emery and Gary are musicians. Not Gary, but Emery. We're going in there to see them now, Ed.

MURROW: Good.

MRS. DAVIS: Emery is a very fine musician. We're going to meet them. This is Emery.

MURROW: Evening, Emery.

EMERY: How are you, Ed?

MRS. DAVIS: And this is Gary, Ed.

MURROW: How are you, Gary?

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MURROW: Evening, Emery.

EMERY: How are you, Ed?

MRS. DAVIS: And this is Gary, Ed.

MURROW: How are you, Gary?

GARY: Hi, Ed.

MURROW: Gary, I haven't read much recently about your world citizen activities. What are you doing now?

GARY: Why, I'm on a very enjoyable TV show, Ed. (Laughter) No, seriously, I'm rehearsing. I'm going back into show business now rehearsing in a show called "The Golden Fleecing". One of the things. And I'm finishing up on a book which I've been writing now for 10 years.

MURROW: Well, good luck to you.

GARY: I hope to get a fall publication of it.

MURROW: Good. Good luck.

GARY: Thanks very much.

MURROW: Emery, what about you? Your mother tells me you're a good musician, too.

EMERY: Well, Mother's a better musician than she is a critic. Actually, I have played in several symphonies -- in the Pittsburgh and the Detroit Symphonies, and it might be interesting for you to know that I'm playing the Marie Callas concert at the end of the month.

MURROW: Oh, are you! Good.

EMERY: Yes, and---

MURROW: No fights, though.

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EMERY: ---on the 5th of February.

MURROW: Well, I'm sure that---

MR. DAVIS: Don't you have anything for your pop?

EMERY: I'll play for you anytime, Dad.

MURROW: Mrs. Davis, what instrument do you play?

MRS. DAVIS: Well, I play piano and organ, and upstairs I have the cutest little organ to play for you. Let's go up.

MURROW: Let's go. Good night, Fellows.

MRS. DAVIS: So long, boys.

MURROW: Good night, Gary. Good night, Emery.

GARY: Good night.

EMERY: Good night, Ed.

MURROW: Meyer?

MR. DAVIS: Yes, Ed.

MURROW: Does your clientele request much rock and roll at their affairs these days?

MR. DAVIS: Not very much, Ed. I think it's sort of in the fad class. The basic dances are really the fox trot and the waltz, and I think they'll go on forever.

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MR. DAVIS: Good.

MURROW: How long do you plan to keep going?

MR. DAVIS: Well, as long as people want me, Ed. I'm fairly heavily booked for the next three to four years and scattered dates up to, oh, 1969, but I had a real thrill about two months ago.

MURROW: What was that?

MR. DAVIS: Well, I received a telegram. I'd like to show it to you, if you'll come into my room. Pardon me a moment, dear.

MRS. DAVIS: I'll see you later.

MURROW: I want to hear that organ.

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MURROW: Meyer, how much of the far-flung Meyer Davis business is conducted from that desk behind you there?

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MURROW: Well, I suppose in your type of work the hours aren't exactly ideal, but I'm sure there are other compensations. You must meet all sorts of interesting people.

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MURROW: Good.

(Mrs. Davis plays organ.)

MRS. DAVIS: Hasn't it a lovely tone?

MURROW: Very nice. Thank you very much.

MRS. DAVIS: You're welcome.

MURROW: That old organ really takes me back a few years.

MRS. DAVIS: Me too.

MURROW: Meyer, your memory must go back a few years, too. I wonder if you'd mind giving us what we might call a bandstand view of presidents you have known.

MR. DAVIS: Why, I'd be delighted.

MURROW: All right, let's start at the beginning. I think it's with Harding, isn't it?

MR. DAVIS: Harding was the first president I played for. I'd say that his parties at the White House were brilliant. He was the only president who danced, actually, of all that I have played for. His favorite tunes were "La Paloma" and "The End of A Perfect Day".

MURROW: And Coolidge?

MR. DAVIS: Coolidge? Dull. But I remember one night when he actually played the harmonica and imitated locomotive whistles.

MURROW: Good.

(Mrs. Davis plays organ.)

MRS. DAVIS: Hasn't it a lovely tone?

MURROW: Very nice. Thank you very much.

MRS. DAVIS: You're welcome.

MURROW: That old organ really takes me back a few years.

MRS. DAVIS: Me too.

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MURROW: Did he! I didn't know he could play the harmonica. And Hoover.

MR. DAVIS: Hoover. Rather stiff. I can recall one night we were playing there when an aide came up and stopped me right in the middle of a tune. It was one o'clock and he had been instructed that the music was to stop at one, and he took this absolutely literally. He stopped me in the middle of a bar!

MURROW: And Roosevelt?

MR. DAVIS: Roosevelt. Very gay. I think the gayest of the parties were the Roosevelts. The children used to gather around the gold piano in the East Room and sing songs. Mrs. Roosevelt introduced square dances. She loved "The Blue Danube" actually, and an interesting thing about Mrs. Roosevelt is is that she's the only occupant of the White House who paid me in advance. I used to get a check several days ahead of time.

MURROW: And the bandstand view of Eisenhower.

MR. DAVIS: Charming. Considerate. He's the only president who actually receives and greets every member of the orchestra, shakes them by the hand, and makes them feel right at home in the White House.

MURROW: Meyer, that covers a span of about 40

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MURROW: Meyer, that covers a span of about 40

years, but it seems I missed one president from the list.

MR. DAVIS: I think you left out Mr. Truman.

MURROW: Yes.

MR. DAVIS: I never played for him in the White House. He occupied Blair House during his administration because the White House was under repair, but I did play at an inaugural ball, and I remember about, oh, two or three months ago, he attended a function that I played for, and he greeted me, and I said, "Mr. President, can I play something for you?" He said, "Yes, play me a nice Viennese waltz. I'm so sick of the Missouri Waltz."

MURROW: Well, after several more White House parties and your 1975 booking, I hope you'll take time to write a detailed history.

MR. DAVIS: Don't forget Governor Rockefeller's Inaugural Ball, which I think compared with any of the presidential inaugural balls.

MRS. DAVIS: Right.

MURROW: Right. Good night, Hilda. Good night, Meyer. Thanks for letting us come.

MRS. DAVIS: Good night, Ed.

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MURROW: Good night. I'll be back in a moment to

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MURROW: Good night. I'll be back in a moment to

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(Commercial)

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January 23, 1959 10:30 PM EST

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(Commercial)

MURROW: A Parisian singer named Genevieve came to these shores from France less than four years ago to win almost immediate success with her songs and over-abundance and friendly flow of fractured English.

Genevieve is 28. She and her brother were born and raised in Paris and Tunisia where her father was a construction engineer. When she was just out of her teens, Genevieve went into the night club business -- owner, operator, and star. Five years of this, and she decided to seek her fortune in America. Since her arrival she has found almost constant employment in night clubs, on the stage and in television.

Now Genevieve is a New Yorker. Three months ago she settled down in a penthouse apartment on this street on the East Side of New York.

Good evening, Genevieve.

GENEVIEVE: Good evening, Mr. Murrow.

MURROW: How are you?

GENEVIEVE: Very well. I feel very, very happy.

MURROW: Good. Genevieve, I just happened to be in the audience at your first performance in America. I gather that now you have decided to stay a while. Right?

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GENEVIEVE: Oh, I'm not going to stay a little bit, I'm going to stay definitely because very soon I will be American citizen, and I plan to do my last year in your country.

MURROW: Why did you decide to become an American citizen?

GENEVIEVE: Because, first, I love here. I love here -- that's all, you know, and because I found only help, affection, only friends, and since the first time I met my manager -- the first time in Paris, and he bring me here, I only find affection, and the hands like that all around me to help me, so I have to be American.

MURROW: Tell me, where did you learn English?

GENEVIEVE: Oh, I learned English like that -- you know, in the street, in the grocery, in the

MURROW: Did you ever study English in school?

GENEVIEVE: Oh, yes. In school?

MURROW: Yes.

GENEVIEVE: I learn English almost when I come here, and I learn English in school, too, when I was little girl, but I was very bad pupil?

MURROW: Yes.

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MURROW: Yes.

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anything in my head.

MURROW: Genevieve, you've done very well in a short time. What confuses you most about the way Americans talk?

GENEVIEVE: Oh, it's, for example, when you speak between you, and when you speak with slang. This I don't understand, and when you speak too quick, I don't understand, and when the South's people speak, I don't understand, too. That's very difficult for me.

MURROW: Do you have any trouble with the signs or the advertisements in this country?

GENEVIEVE: Oh, yes. Oui, oui. No, not now, but that remind me, one time in subway, I read one way on the street, and I believe that was the name of the street, and I asked my driver, "Please, one way." So he goes -- he goes -- he goes -- and I look and I never find my street.

MURROW: But now you know, don't you?

GENEVIEVE: Yes, a little bit. Not too much.

MURROW: Tell me, do you have your new apartment completely furnished?

GENEVIEVE: You are here tonight, and I'm so proud and so happy. You asked me why I love America. You see, that is my little apartment. It is very little, but filled with

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beauty. I am very proud because I did that myself. You see that little bed?

MURROW: Yes?

GENEVIEVE: That is a bed where I sleep now because my father is sleeping in my bedroom, and that is a little bed who comes from monestary?

MURROW: Yes?

GENEVIEVE: You understand?

MURROW: Right.

GENEVIEVE: Monestary -- and I dress that, you know -- and I have -- that is a little thing -- and that is -- that is with floor on this side---

MURROW: Ah, huh.

GENEVIEVE: ---and that is beautiful little trumeau. You understand trumeau?

MURROW: Yes.

GENEVIEVE: Is the name of that. I have one more beauty here behind the camera. My room is too little to show.

MURROW: Most of those things you brought from France, did you?

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MURROW: Yes.

GENEVIEVE: But he said, "Only to his friends." He said to me, "Darling, for you I will sell." -- you know -- and he said, "Darling, for you I will sell." -- you know. He said, "I will give you that for..." You know.

MURROW: Tell me, Genevieve, did you decorate the apartment yourself?

GENEVIEVE: I did that myself, but, of course, my friend helped me in that project. He said, "That will be good, and that will be, maybe." You know, he helped me lots, but I did myself; yes. I really do. Look at that. It's a little chair. Interesting?

MURROW: Yes.

GENEVIEVE: That is beautiful. That comes from church. It is a thing that you put between the chair and the people. You cannot see, but it is beauty.

MURROW: It is beautiful.

GENEVIEVE: I love. And that is -- I have plenty of things but you cannot see because it is too little.

MURROW: Do you have any other reminders of France in your apartment?

GENEVIEVE: Oh, yes. I have here that.

MURROW: Oh, yes.

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MURROW: Oh, yes.

GENEVIEVE: Can you see that?

MURROW: Yes.

GENEVIEVE: That is from Maman, but I have somebody who remind me more -- is my father. Come, Papa. (Speaks French to father.) This is my father, Mr. ? . (Speaks French, introducing father to Ed Murrow.) Mr. Murrow.

FATHER: Bon soir, Monsieur.

MURROW: Good evening, Mr. ?

GENEIEVE: He's nice, my papa, but he just speaks French.

MURROW: Well, will you apologize to him for my inability to speak French.

GENEVIEVE: Oh, yes, (Speaks to father in French. Father replies in French.) He says he doesn't speak any English, and you should excuse him, too.

FATHER: I love America.

GENEVIEVE: He said, "I can say only I love America."

MURROW: How long have you been visiting?

(Genevieve translates question into French and father replies in French.)

GENEVIEVE: Since 35 days. It is the first time in his life he is here.

GENEVIEVE: Can you see that?

MURROW: Yes.

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MURROW: Well, Genevieve, will you say to your father that I hope he has enjoyed his stay and that he's going home with a good impression of America?

(Genevieve translates into French. Father replies in French.)

GENEVIEVE: You know what he said to me, my father? He says, "I'm very happy. Most of all I'm very happy because I love the impression I come back with the impression that you walk with good manners, and not with guns there like we see in the movies so often.

MURROW: Genevieve; what cities in America have you visited?

GENEVIEVE: Oh, about all the cities. I visited about all the cities -- all. San Francisco, Hollywood, St. Louis, Chicago, Detroit, Columbus.

MURROW: Did you like Detroit (pronouncing Detroit with French accent.)

GENEVIEVE: Detroit?

MURROW: Yes.

GENEVIEVE: Yes, but I prefer Chicago.

MURROW: Why?

GENEVIEVE: I just don't know why you fall in love with somebody or something or some city. Maybe, in fact, be-

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cause it was the first city I ever visit when I was the first time in my life in America, it was Chicago where I was.

MURROW: Genevieve, when you had your own night club in Paris, just what did you do? Was it hard work?

GENEVIEVE: Oh, I worked like beaver. I did about everything in night club. It was very little, tiny place, but I worked. I tried to sing. I played my show. I have a beautiful show there with a lot of actors. I received people. I did ? you understand? 1 - 2 - 3 - 4 - 5?

MURROW: Yes.

GENEVIEVE: I did--oh, really everything. I cooked, too. I cooked.

MURROW: You cooked?

GENEVIEVE: Oh, I cooked menu like that. Really, I did!

MURROW: What is your specialty when it comes to cooking?

GENEVIEVE: Oh, I have no specialty. About everything, but now I don't cook anymore. Come. Come, see my kitchen. I have very little kitchen. You see my little kitchen? I don't cook too much anymore because I have never time. So you know what I said to me? Look. Don't move.

MURROW: I won't. Frozen foods.

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GENEVIEVE: I eat frozen foods now. I become American; no?

MURROW: Tell me, what occupies your time when you're not performing on television or in the kitchen?

GENEVIEVE: Oh, my bird and my dog. Do you see my bird here?

MURROW: Oh, yes.

GENEVIEVE: I have four little birds and tonight I have one little guest. He's a little guest but he's very nosey. I'm going to buy a little girl for him. And, of course, my poodle -- my doggie.

MURROW: Genevieve, I know you frequently talk about animals on the Jack Paar Show. You must enjoy working with Jack, don't you?

GENEVIEVE: Oh, yes, of course. More than that, because Jack -- Jack gave me everything in my life. He gave me chance, luck, he give me -- he changed my life, that's all. So he's my boss and I love him, and he's a big man. I love him. Do you see that?

MURROW: Yes.

GENEVIEVE: Oh, I'm very proud of that because that's a humanitarian award. For this here they give me that just because I give -- oh, it's a long story. But I'm very

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MURROW: Because you saved a lot of dogs' lives, didn't you.

GENEVIEVE: Oui. Oui. I tried to do that. Did you see THE NEW YORK TIMES today, what they said?

MURROW: I did. Genevieve, I wonder what does your father think of your success in America?

GENEVIEVE: Oh, he's -- out of this world. You want I ask him?

MURROW: Yes.

(Genevieve translates question into French. Father replies in French.)

GENEVIEVE: Papa said he's -- he don't say now because he's very but, what he told me two days ago, he said, "That is fabulous to work, the people." Papa speaks, you know.

MURROW: Yes.

GENEVIEVE: Papa goes for walk. "The people recognize me when I'm on the street with your little dog." "Oh, you are the father of Genevieve." He is very happy.

MURROW: Do you have some big shows coming up?

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MURROW: Yes.

GENEVIVE: And with Jack -- we are going to Hollywood for Jack Paar Show, and I'm going to play with Jack Benny. This I am happy about. I love Jack Benny. And after that we go to Paris with Jack Paar for three weeks, and we'll be in London, and after that, I do my show with George Abbott and that I am, you know---

MURROW: With George Abbott.

GENEVIEVE: Yes. I saw him this afternoon and he finished to write the first act for me. Oh, it's beauty. You will see.

MURROW: Genevieve; do you get a lot of mail from your fans?

GENEVIEVE: Oh, yes, plenty of mail, and I receive plenty of presents. You know what I received one day? One diamond! It was not really big, but you'll see, but it was one diamond! But that I have to send back because I cannot accept that, you know.

MURROW: Well, Genevieve, I guess most attractive young ladies hate to part with diamonds.

GENEVIEVE: We don't like that.

MURROW: Thank you for letting us come.

GENEVIEVE: Thank you.

MURROW: Good night, Genevieve.

GENEVIVE: And with Jack -- we are going to Holly-wood for Jack Parr Show, and I'm going to play with Jack Benny. This I am happy about. I love Jack Benny. And after that we go to Paris with Jack Parr for three weeks, and we'll be in London, and after that, I do my show with George Abbott and that I am, you know---

MURROW: With George Abbott.

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GENEVIVE: Thank you.

MURROW: Good night, Genevieve.

GENEVIEVE: Good night.

MURROW: Good night, Mr. ?

FATHER: Good night.

MURROW: Good night. In just a moment we'll take you for a visit with Mr. and Mrs. Tony Randall. And now here again, speaking for Kent, is Bob Wright.

(Commercial)

MURROW: Tony Randall has been a professional actor for the better part of 20 years. In the past few years he has attracted a good deal of attention doing comedy on television, the stage and screen, playing what he loosely calls "The normal American male".

Tony was born in Tulsa, Okla; studied at Northwestern University where he met his wife, Florence, who happened to be from Oklahoma City. He continued his dramatic studies at the Neighborhood Playhouse here in New York, and made his Broadway debut in 1941. Following his stage success in "Oh, Captain", and several recent motion pictures, he now finds himself being described as one of the most promising comedy finds in a couple of decades.

Tony Randall and his wife have lived in an apartment in that tall building here in New York City for the past five years. The Randalls boast that their apartment gives them

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a 180-degree view of Central Park.

Evening, Tony. Good evening, Tony. Good evening, Florence.

MR. RANDALL: Did you hear what Florence just said?

MURROW: No, I didn't.

MR. RANDALL: She said, "Let's hide." Can you imagine the picture you would have gotten with no one there! Are we in the right place?

MURROW: Well, from the looks of that stack of records, I take it that you like your home filled with music.

MR. RANDALL: I'm an ardent opera fan; yes. I generally have the hi fi booming Verdi, Ed. Collecting old records -- generally opera records as old as possible, some of them over 50 years old -- that's my hobby.

MURROW: Well, Tony, just about everyone today seems to be making records. How about you? How's your singing voice?

MR. RANDALL: Some years ago at a luncheon held at Northwestern University for Carl Sandburg I led the singing, and his first words, when he arose to address the throng, were that he hoped - he was going to pray I would never be successful because success destroys people. For about 10 or 15 years it seemed to me that his prayers were being answered.

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MURROW: You know, I was talking to Carl Sandburg this afternoon, and I told him you were going to say something about him, and he said, "You tell that young fellow to be careful what he says."

Tony, in your recent roles you played largely comedy, and very successfully. I suppose this is what you enjoy doing most?

MR. RANDALL: I do enjoy it, although I think I enjoy just being an actor more than anything else. I seem to find myself doing comedy ever since "Mr. Peepers," which was more or less a happenstance, as you know. I started out as a serious actor and for a number of years in radio I was a staple of such serious tragedy as "Portia Faces Life", "When A Girl Marries", "Life's True Story". I was Reggie on "I Love A Mystery". That was pretty deep, you know.

MURROW: Yeah. It really was. Florence, do you and Tony have the same tastes when it comes to music?

MRS. RANDALL: No, Ed, he likes opera and I like chamber music. But I don't like it when he rips the insides out of my best antique cabinet to install a sterophonic sound.

MURROW: Did he do that?

MRS. RANDALL: It sounds great.

MURROW: Did he really do that?

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MURROW: Did he really do that?

MR. RANDALL: Yes, I took the back out of it to improve the sound. It destroyed the back of the cabinet, but it improved the sound immeasurably.

MURROW: Well, Florence, is Tony as handy at repairing antiques as he is at dismembering them?

MRS. RANDALL: Oh, no. No. I let him fix a water faucet that "went on the fritz" but not any of my fine antique furniture, Ed. Would you like to see some of our old antique furniture?

MURROW: Hm, hm. Sure would.

MRS. RANDALL: Now, this is a Louis XVI bergere that we love---

MURROW: Beautiful!

MRS. RANDALL: ---and this screen is an old Chinese one. It takes a very tall ceiling before you can use this screen.

MR. RANDALL: In our last apartment it scraped the ceiling. We were lucky to get a - to be in an old building like this where the ceiling is tall enough.

MURROW: Very nice.

MRS. RANDALL: We have an old Napoleonic drum over here, Ed. He likes to play it.

MURROW: Do either of you try your hand at it, or is

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MURROW: Do either of you try your hand at it, or is

it purely ornamental?

MR. RANDALL: Well, it's a pretty good coffee table, or an occasional table, but, actually, it's a stand-in for a piano or a harpsichord. We're looking for an antique one that's going to go in this place. I'm determined to learn how to play a musical instrument. There's a conservatory right across the street. I seem to find time to take a voice lesson every day, so I'm going to take a piano lesson, too, when I find a piano.

MRS. RANDALL: He thinks he'll learn in six lessons, Ed.

MURROW: Tell me, Tony, does Florence ever make you go antique hunting with her?

MR. RANDALL: No, she makes me go antique "paying" with her, Ed. This is my field, modern American painting. That's Bataan. That's one of my favorites. We'll show you some of our furniture. Florence is the antique buyer, but she's very good at going with me to look at paintings in galleries, so I give her more or less a free hand.

MURROW: More or less, huh.

MR. RANDALL: More or less.

MRS. RANDALL: Ed, this room is all French furniture. Nothing modern in here.

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MR. RANDALL: Welcome to our bedroom, folks!

MURROW: Thank you very much.

MRS. RANDALL: This room began because we found this old French canopy up in the attic of a house of a friend. We upholstered it in silk to match an evening dress of mine, and then we added the little Louis XV table with its hand-carved apron, and they didn't have plumbing in the 1700's, Ed.

MURROW: Yes?

MRS. RANDALL: This was once used for an old china cupboard. It's so old that we recently had to have it repaired because it was falling apart. This chair is part Louis Xv and part Louis XVI.

MR. RANDALL: I haven't been allowed to sit in it yet.

MURROW: How did that happen that it's part and part?

MRS. RANDALL: Well, it's a transitional period, and we think it's very beautiful.

MR. RANDALL: Can I sit in it?

MURROW: You just about made it.

MRS. RANDALL: This little miniature directoire commode was used in the 1700's by a salesman who carried them around the country and took orders for large cabinets. I use

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MRS. RANDALL: This little miniature directoire commode was used in the 1700's by a salesman who carried them around the country and took orders for large cabinets. I use

it for a sewing box, but it can be used on another chest for jewelry or gloves.

MR. RANDALL: This mirror is of no use whatsoever because if we had it resilvered so you could see yourself in it, it wouldn't look like an antique anymore.

MRS. RANDALL: But it's a very fine old directoire mirror, Ed, and we love it.

MR. RANDALL: You look like this in it,

MRS. RANDALL: This chaise, Ed, is Louis XVI, and it has its original paint on it. Well, that isn't an antique.

MR. RANDALL: No, this is an antique from the "Mr. Peepers" Show.

MRS. RANDALL: Take it in the other room then.

MR. RANDALL: This is a present from a very dear friend, Al Peeper, who was the director of the "Peepers" show. He's dead now. One of the finest fellows I ever knew, and it came from - it was a prop on the best "Peepers" show we ever had.

MRS. RANDALL: We can show him your room.

MURROW: I take it, Tony, this is one room in the house without antiques, or am I wrong?

MR. RANDALL: You're right, except for one thing. I felt that a house that had as many pictures as this, ought

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MURROW: I take it, Tony, this is one room in the house without antiques, or am I wrong?

MR. RANDALL: You're right, except for one thing. I felt that a house that had as many pictures as this, ought

to have at least one ancestor. I found this fellow at an auction for $65 and I adopted him as my uncle.

MURROW: What's his name?

MR. RANDALL: I'm not going to tell you because I have an ostensible name for him. I think he makes a swell ancestor.

MURROW: Very impressive.

MR. RANDALL: He's actually essentially a portrait of about the American Revolutionary period, but it's unsigned so it's of very little value. This was my first painting, the Stuart Davis. I generally get a painting to celebrate each show I'm in. This came early in the "Mr. Peepers" period. It's a very early Stuart Davis, too, but it's my first love.

MURROW: Tony, you've played both serious roles and comedy parts. Which do you find more difficult?

MR. RANDALL: I think that everybody who tried it agrees that comedy is a lot more difficult. As David Garrett said, "You can fool the town in tragedy, but comedy's a serious business." I think the toughest part I ever had was in "Inherit The Wind", though, where I had to be on stage for 15 minutes without any lines, and following the action and keeping in it was a real test of concentration. In "Oh,

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Captain", though, I nearly killed myself dancing, but that was a physical strain.

MURROW: Oh, I remember watching that with great pleasure and a degree of sympathy for the physical strain.

MR. RANDALL: I looked like this when it was over.

MURROW: You really have to keep in shape for a part like that, don't you?

MR. RANDALL: An actor ought to keep in good shape. He's a fool if he doesn't keep in pretty good athletic trim. What's considerably more important, though, is, I believe, keeping your mind in shape. As I approach the stage of being the oldest practicing juvenile in the world, I am oppressed with the passage of time. This is a wonderful place, this world, and nobody lives long enough to take it all in. That's what artists are for, it seems to me. They've taken it in for us. They show us what their experiences were. A man wastes his time if he doesn't appreciate that, and "dig it", as it were. That's what books are for. That's what paintings are for. That's what music is for, but above all, that's what books are for.

MURROW: Tony, of all the books, do you read largely for pleasure, or is some of your reading in the nature of what might be called "homework"?

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MURROW: Tony, of all the books, do you read largely for pleasure, or is some of your reading in the nature of what might be called "homework"?

MR. RANDALL: I am afraid it's all homework because I rarely have time to read for pleasure, which is to me the greatest pleasure. I have the odd habit of reading, three or four or five books at a time, but they're generally books on the theater. I'm reading "Haslett's Essays" now, and Shaw's works on the theater. I'm also reading "Othello" which is a labor of love, and also Stanislavsky's "Notes on Othello", the reason being it's my greatest dream to do "Othello" on the stage next fall, and we will - that is, if Lee Cobb will play Othello. There's a good part in it for me, too.

MURROW: Tony, tell me, why is it that so many comedians want to play serious or even tragic roles?

MR. RANDALL: Well, I'm not at all sure I'm the right person to ask that, because I'm not sure I'm a comedian. I think of myself as an actor. One of the reasons must be, however, that the serious actors seem to get more respect, while the actors themselves know that the comedy roles are more difficult, and one of the books I'm in now is a choice one that anyone interested in the theater ought to read called, "On Actors And The Art of Acting" by the English critic of the last century, George Henry Luse, and he answers that one. He says comedy actors like to play serious parts because

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"it is an insurgence of self-respect against the implied disrespect of laughter."

MURROW: Very nice.

MR. RANDALL: Yes.

MURROW: I wasn't familiar with that. Florence, I take it with the busy schedule Tony has had, you've both done some traveling in the past year.

MRS. RANDALL: Oh, yes, Ed. Tony just finished "The Mating Game", and tonight, as soon as you go home, he catches a plane for California to do the George Gobel Show next Tuesday night. I'm not going with him this trip because I'm staying at home to do some work for March of Dimes, but I join Tony in February when he starts his next picture.

MURROW: Tony, much of your life is wrapped up in acting, but I'm sure there are some free moments when you give some serious thoughts to other things, too.

MR. RANDALL: Yes. I'm concerned with the state of the American theater. I'm more concerned with the state of American culture. Culture is all that people leave behind it. A man once said to me that the culture of the American people is the Bessemer steel converter. I hope that's not true. The Russians seem to be ahead of us in technology now. Because of that, we're putting a lot -- the Government is putting a lot

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into the scientific training of people. I'm all for that, but that only trains half a man -- his mind. Art trains a man's heart. I think it's high time that the government subsidizes art. I hope we're not remembered as a people who loved only long cars. I hope you're right!

MURROW: Tony, if you weren't an actor, what do you think you'd like to be? (ETC)

MR. RANDALL: I'd rather have been Toscanini than any man who ever lived.

MURROW: Tony Randall, Florence, thank you very much for letting us come. It's been a very pleasant visit.

MRS. RANDALL: Thank you, Ed. Good night.

MURROW: Good night.

MR. RANDALL: Good night, Ed.

MURROW: Good luck on the Coast, Tony.

MR. RANDALL: Thanks.

MURROW: Good night. I'll be back in a moment to tell you about next week's guests right after a word from Revlon.

(Commercial)

MURROW: We regret that we were unable to arrange our scheduled visit tonight to the home of Mrs. Babe Ruth.

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Next week we'll also be calling on Mr. and Mrs. Red Smith, who will be waiting for us at their home in Stanford, Connecticut. Mr. Smith is responsible for writing one of the country's most widely read sports columns.

There are some of the people who made tonight's program possible.

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CBS Television

PERSON TO PERSON with EDWARD R. MURROW

Guests: Danny Dayton and Dagmar, and

Mr. and Mrs. Red Smith

January 30, 1959 10:30 PM EST

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We'll be ready to go right after a word from Barbara Britton speaking for Revlon.

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Mr. and Mrs. Red Smith

January 30, 1959 10:30 PM EST

MURROW: Good evening. I'm Ed Murrow. The name of the program is PERSON TO PERSON. Tonight we'll be visiting with actor Danny Dayton and his wife, Dagmar, and with sports columnist Red Smith and his wife at home in Stamford, Connecticut.

We'll be ready to go right after a word from Barbara Britton speaking for Revlon.

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(Commercial)

MURROW: Dagmar is -- well, Dagmar. Her name before she became a late-at-night television star, was Virginia Ruth Egner, and as she has reminded more than one audience, she hails from West Virginia, the city of Huntington -- up in the hill country, as she puts it, where you can hear a car coming from two miles away.

Eight years ago Dagmar married actor Danny Dayton, who currently appears on the television program, "Keep Talking". Danny has also played on Broadway and in Hollywood. You may have seen him in "Guys And Dolls".

Mr. and Mrs. Danny Dayton live in a six-room penthouse just below that water tower and right across the street from Central Park.

Evening, Danny.

MR. DAYTON: Oh, hello, Mr. Murrow. I knew you were coming. I thought I'd get a few practice shots in. (Practicing golf swing.)

MURROW: Oh, very good.

MR. DAYTON: Hm, not bad. I might improve a little.

MURROW: Very impressive. Danny, are we in the park or on the roof of your apartment?

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(practicing golf swing.)

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MURROW: Very impressive. Danny, are we in the park or on the roof of your apartment?

MR. DAYTON: No, you're right on the terrace right outside our apartment just across the street from Central Park, as a matter of fact. I wish you could see it. It's pretty. Right over there is Fifth Avenue and Central Park, and it's rather pretty up here, and I enjoy working out on the golf driving range every so often. As long as it's not raining or snowing, I'm out here.

MURROW: Well, if you say so, then it's all perfectly normal, but don't you occasionally miss the net and hook a few into the park down below?

MR. DAYTON: Oh, no, never. I might slice a little into my own window and break a few. No, I never hook into the park.

MURROW: You're sure Dagmar isn't down there chasing one or two unusual shots?

MR. DAYTON: No, she's not. She's right here, Mr. Murrow. If you will follow me, you will meet the lady of the house.

DAGMAR: Hello everybody, and hello, Mr. Murrow.

MURROW: How are you, Dag?

DAGMAR: I thought you'd never get over here, honey.

MURROW: Tell me, do you spend any time at the golf net to sort of keep in trim?

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DAGMAR: That's too much exercise for me, I'm very lazy. I never like to do too much exercise, I leave that to Danny. Would you like to come in the house now, Ed?

MURROW: Sure would.

MR. DAYTON: Don't you think it's unusual having a golf driving range on a terrace in the middle of Manhattan?

MURROW: Yes.

DAGMAR: I think I waved to you, didn't I?

MURROW: Yes.

MR. DAYTON: The Concords gave it to me.

DAGMAR: Oh, yes, they did.

MR. DAYTON: You go on in, I have something to do out here.

DAGMAR: I want to show him this living room. This is a beautiful room, Ed. I think you'll like this. As a matter of fact, the first thing I want to show you is this fireplace. Danny made this fireplace in his workshop. It doesn't work, naturally, but he made it.

MURROW: Very impressive, too.

DAGMAR: Is it? See my thin figure as I'm walking over here? I want to show you this beautiful television set.

MURROW: That looks like a considerably larger television set than I've ever seen.

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MURROW: That looks like a considerably larger television set than I've ever seen.

DAGMAR: You look adorable on it every Friday night. I'll tell you what I like about this set. It makes me look small. I've been on a diet the last three months, and I've lost 25 pounds, and if you've noticed this room, everything is very large here. That's why I look so tiny. Now, I will tell you my dimensions or anything but always lie about my weight. The ladies always ask me, but I never like to tell them. I see Mr. D. coming over this way. He's going to make me look fat right away now, he's so thin.

MURROW: Danny, from all appearances you don't share Dagmar's dieting problems, do you?

MR. DAYTON: No, not at all. As a matter of fact, I always high protein things. I just like 'em. You know, steaks and stuff.

DAGMAR: I hate him! Really hate him.

MR. DAYTON: But Dag is very happy eating anything with sauces, gravies -- you know, biscuits with gravy. She likes that.

DAGMAR: And ketchup, and mustard---

MR. DAYTON: Yeah, and pickles, pickle relish, mustard, ketchup, on a loaf of bread. That's all.

DAGMAR: The last three months I've had none of that. I've been very bored, I'll tell you the truth.

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MURROW: I noticed at lunch today you had two boiled eggs -- that was all.

DAGMAR: Don't tell everything you know now, my dear.

MR. DAYTON: Mr. Murrow, I gave -- because of this problem I gave Dag---

DAGMAR: What problem?

MR. DAYTON: Weight problem.

DAGMAR: Oh, you scared me for a minute.

MR. DAYTON: She goes on diets so many times, up and down -- I tell you, every husband that has a wife that goes on diets -- really. I gave her a little exercising unit -- device. I'd like you to see it.

DAGMAR: Here it comes, folks.

MR. DAYTON: If you'll come this way.

DAGMAR: All right, follow me in here.

MR. DAYTON: My pleasure.

DAGMAR: Thank you, dear, you have excellent taste. Here's this horrible monster right here. Here's the monster right here, Mr. Murrow.

MURROW: Do you use this machine regularly?

DAGMAR: Only once in my life. I'll tell you why. You get on this machine and you're supposed to put your cor-

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rect weight down.

MURROW: Yes?

DAGMAR: So I lied to the machine, I got on, and turned it on and I blew every fuse in the house. I've made myself very thin on this machine, so I've never used it again.

MR. DAYTON: I had to fix the fuses, incidentally.

DAGMAR: Yes.

MURROW: Dagmar?

DAGMAR: Yes?

MURROW: Someday I suppose you'll adjust it properly and tell the machine the truth, and then all will be well.

DAGMAR: I would if there's no one here. There's always someone here. I'm never alone. I'd like to get on this machine once and just try it, but I'd never let Danny know how much I weigh.

MR. DAYTON: It helps me a lot.

MURROW: Why don't you try it right now? Just press the button and blow the fuse.

DAGMAR: Do you want all the fuses to go out, honey? I don't think we better do it becaus- even though I'm gettin' thin, I still don't want to do that. I don't think

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MR. DAYTON: He has his house right over here, as a matter of fact. No---

DAGMAR: I don't think he wants you to come in.

MURROW: Oh, wait a minute.

MR. DAYTON: Mr. Murrow wants to come in your house. Don't you want him to come in?

DAGMAR: Won't you let him come in the house?

MURROW: Dagmar?

DAGMAR: Yes.

MURROW: Shakespeare isn't named after anyone you know, is he?

DAGMAR: Well, it's someone I used to spend a lot of time with when I was little and reading, but Danny is really the reader in the house. First I want to tell you about Shakespeare in the closet. One day my robe fell down and now he won't sleep in a bed, and now when I get to all the hotels out of town---

MR. DAYTON: Give me a kiss (to dog). Okay.

MURROW: Yes?

DAGMAR: I don't look at the suites, I just look at the closets because that's the only place he'll sleep. To get back to reading, though, Danny does most of the read-

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MR. DAYTON: Frozen -- must be frozen.

DAGMAR: Wouldn't you know -- he always eats cookies in bed and I have to watch him. He has books every place. If you'll notice, he has books everywhere, and I want my mother to know I really cleaned house. Danny just got a new stack of books the other day, and there wasn't anything I could do about it.

MURROW: Danny?

MR. DAYTON: Yes, Ed.

MURROW: What sort of things do you read?

DAGMAR: You're tickled, Ed, aren't you?

MR. DAYTON: Well, I read everything I can get my hands on, I guess. It helps me a lot in "Keep Talking", too, you know, but I'm reading."Dr. Javargo" right now, with a little bit of a problem, I might add. I don't think I'm stupid? Am I?

DAGMAR: Look who he's asking!

MR. DAYTON: But I'll tell you. Every time they mention a name in this book, I have refer back to see if it's somebody I met already or I'm going to meet again.

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DAGMAR: I think that looks very confusing. Why don't you tell Ed that when I go to the door, it's never for mail; it's just for books. Really, we're going to have to get a house for these books. It's ridiculous. Do you see them every place around here?

MR. DAYTON: That's the truth. This is a favorite thing of mine, Ed. Can you see it well?

MURROW: I can't quite make it out. No, Danny.

MR. DAYTON: Well, this is actually a stereophonic speaker system. This is the Lansing Company -- it's called the Lansing Paragon, and this is the stereophonic outift used to test stereophonic records to make sure that they're perfect, and I'm so thrilled with it. It just came this week, as a matter of fact. I've been waiting for it, and I'd love to have you hear it, but it will blast you right out of the studio.

DAGMAR: Don't do that, I'd like to keep him here.

MURROW: Dag?

DAGMAR: Yes, Ed?

MURROW: Do you like to read?

DAGMAR: I love to read, but I usually read things like Earl Stanley Gardner's "Perry Mason". I've finished all his books, and if he's listening, I wish he'd get his type-

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MR. DAYTON: I think he only wrote about 54. She's read 60 so far.

DAGMAR: Yes, I did. I like other people's books -- all the other authors, I do, but he's my favorite.

MURROW: Danny, do you like mysteries, murder stories?

MR. DAYTON: Oh, not bad, but I'm not too much of a fan of them. I don't like violence, really.

DAGMAR: Ha, ha, ha!

MR. DAYTON: As a matter of fact---

DAGMAR: Hah, hah, hah. You don't like violence? Aaaaah!

MR. DAYTON: As a matter of fact, the first time I ever went out to Hollywood, I went out to do a picture as a comedian, called "At War with The Army", and the very next picture I did was a murder mystery, and I played a killer with an ice pick, and when it was first seen in New York, I think one of the funniest lines I ever heard Jack E. Leonard said of me, "They made him a killer with an ice pick. Here's a guy, when he eats, he's afraid to use a fork." But those people who really know me, they'll tell you, I'm rather mild-mannered.

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DAGMAR: I'll tell you and Shakespeare can tell you.

MR. DAYTON: Even Shakespeare can tell you.

DAGMAR: Ask him that, Mr. Murrow.

MURROW: You mean Shakespeare talks?

MR. DAYTON: Oh, sure. You mean you didn't know? Oh---

DAGMAR: Certainly he talks!

MR. DAYTON: I think you said the wrong thing because -- what did Mr. Murrow say? (Dog whines) What did he say just now? You didn't know?

MURROW: Dagmar?

DAGMAR: Yes.

MURROW: Could you translate?

DAGMAR: Well, I would, honey, but it's a family show. I don't think I really should tell you what he said, but, you know, he was a gift to me on my second wedding anniversary. Danny gave me Shakespeare. We're always giving each other a lot of gifts.

MR. DAYTON: As a matter of fact, the first two years of our marriage we gave each other gifts only of furniture. You know, we were just furnishing the house, and this is something I'm really proud of. This is a cocktail table

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Dag gave me for my birthday about two years after we were married, and it's a little unique. You notice this?

MURROW: Yes.

MR. DAYTON: Something different. A little hi fi. (Hi fi record playing) Can you hear that?

MURROW: Hm, hm.

MR. DAYTON: Well, I'm very proud of it, I really am. The bowl here distributes the sound at 360 degrees, which is about the perfect way to hear music.

MURROW: Very unusual.

DAGMAR: Mr. Murrow, the man that made that table -- they only made five of them -- they could only make one a month -- he told me only millionaires and idiots bought them. You know which one I am. They always felt funny when anyone says, "What do you mean the table's playing?" I think it's cute. Did you want to ask me something?

MURROW: No, I wanted to ask Danny something.

DAGMAR: Well, all right.

MURROW: For two people whose working assignments frequently keep them apart, the Daytons seem like a very happy family, or is this the wrong impression?

MR. DAYTON: No, I would say it's right. We have a lot of fun. We've had a wonderful eight years together.

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There's just one thing missing, we feel. We'd like very much to have a child.

DAGMAR: I think I'll try to give you a child for next Christmas or the Christmas after. Don't you think that would be a nice Christmas present, Mr. Murrow?

MR. DAYTON: That's the date on it.

DAGMAR: All right, I think we can do that -- arrange that.

MURROW: Dagmar, your eight-year marriage can't be completely perfect. Aren't there any changes you'd like to make in Danny?

DAGMAR: Yes. I think he's too thin. I'd like him to get fat and make me look thin. Get him to gain about 50 pounds.

MR. DAYTON: Hey, I hear that all the time.

DAGMAR: I've always told him that because I get real thin for me, but sitting next to him, I still look heavy. Do I look thin to you?

MURROW: Well, this must be the source of real family disagreement. Right?

DAGMAR: Yes.

MR. DAYTON: Well, just occasionally. One particular instance I can remember. She went on some kind of a diet,

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I don't know what it was, but it was just one of the regular ones, and for a week she pestered me. "Please, Danny." Every time we went out. "Please, eat veal parmesam with sauce on it." and I don't like veal parmesam with sauce on it, and she said, every time I would order steak, "No, have veal parmesam." Finally I ordered it in self-defense, and she felt much better.

DAGMAR: I'd rather see someone else have it if I can't.

MR. DAYTON: But I didn't feel much better.

DAGMAR: But, you know, Larsen's Swedish Milk Diet keeps the weight off once you get it off, I think. I've had this off now for over three months. I think it looks pretty good. Do you want to hear Shakespeare talk a little more?

MURROW: No, I wanted to ask you a question.

DAGMAR: Oh, go ahead, that's perfectly all right.

MURROW: I wanted to know what's your professional program for the immediate future?

DAGMAR: Well, I've been doing a lot of guest spots lately, and I've been reading a lot of television scripts. Everybody wants me to do a show. As a matter of fact, I've been doing this for about three years now, but the scripts aren't too good. I'd rather have people say, "What happened

I don't know what it was, but it was just one of the regular ones, and for a week she pestered me. "Please, Danny." Every time we went out. "Please, eat veal parmesan with sauce on it." and I don't like veal parmesan with sauce on it, and she said, every time I would order steak, "No, have veal parmesan." Finally I ordered it in self-defense, and she felt much better.

DAGMAR: I'd rather see someone else have it if I can't.

MR. DAYTON: But I didn't feel much better.

DAGMAR: But, you know, Larsen's Swedish Milk Diet keeps the weight off once you get it off, I think. I've had this off now for over three months. I think it looks pretty good. Do you want to hear Shakespeare talk a little more?

MURROW: No, I wanted to ask you a question.

DAGMAR: Oh, go ahead, that's perfectly all right.

MURROW: I wanted to know what's your professional program for the immediate future?

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to Dagmar?" than do a terrible show and let them say, "Look what happened to Dagmar." So I'm still going to read scripts, and I think I'll leave that for the television show, but next week I'm going to do something that's a lot of fun. I'm going down to Columbus, Ohio.

MURROW: Yes?

DAGMAR: I'm goin' to open up super market -- super duper!

MURROW: You're going to do what?

DAGMAR: That's what I thought you'd say. A super market called a super duper.

MURROW: Dagmar, I've never seen a super market, not even a super duper market, opened. What happens? Do you make a speech, or cut a ribbon, or what happens?

DAGMAR: Well, you cut a ribbon, or you make a speech. I don't know exactly what they want me to do. You see, they haven't given me my itinerary, but you know, I know that I'm going to---

MR. DAYTON: You see, Ed, she does read once in a while.

DAGMAR: But I know I'm going to cut a ribbon, and then I'm going -- my home is just 150 miles from there, as you know -- down in Huntington -- so I'm going down to see my

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family right after that, and, of course, Danny's on "Keep Talking" every week.

MURROW: Well, have---

DAGMAR: He likes that.

MURROW: Have a good time and open a good market. Thanks very much, Dagmar.

DAGMAR: Are you going to leave now?

MURROW: Yeah, I must go.

DAGMAR: I want to say good-bye to everybody, and listen, honey, you can come back anytime.

MURROW: Thanks very much. Good night, Danny.

DAGMAR: Good-bye.

MURROW: And say good night to Shakespeare.

MR. DAYTON: Good night. Say good night. Go, ahead.

MURROW: In just a moment we'll take you for a visit with Mr. and Mrs. Red Smith, and now again, speaking for Revlon, is Barbara Britton.

(Commercial)

MURROW: Walter "Red" Smith is the most widely syndicated sports columnist in the country today. He comes from Green Bay, Wisconsin, or as he puts it, "He was born about 11 million words ago."

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Catherine and Red Smith, who have two grown children, live alone in this Cape Cod style house on the outskirts of Stanford, Connecticut. This has been their home for the past eight years.

Evening, Kay.

MRS. SMITH: Good evening, Mr. Murrow.

MURROW: Good evening, Red.

MR. SMITH: Ed, good evening.

MURROW: This, I suppose, is a sort of slack period in sports. That ought to give you a chance to put a few columns in the bank, or don't you work that way?

MR. SMITH: It should. It would be a great help if I ever did, but somehow I never manage to get ahead, Ed. Some do. I recall one time that old Henry Salsinger in Detroit told me about an occasion when he got a hundred or more columns ahead. He had them set in type and filed in the composing room, and horrified me. I said, "Henry, suppose you

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had died? You'd have six months work you wouldn't have had to do."

MURROW: Kay, when you and Red first met, were you also starting out hopefully on a newspaper career?

MRS. SMITH: Oh, no. I was still in college, but the meeting was a very happy one because Red gave me such good help on book reports.

MURROW: Did he really write them for you?

MRS. SMITH: Well, we don't say it that way.

MURROW: I imagine you probably got all A's.

MRS. SMITH: Oh, sure.

MURROW: Tell me, how often now-a-days do you suggest an idea for Red's column?

MR. SMITH: Ho, ho! Ed, all Kay wants me to do is to write columns promoting Stan Musial for president. That's her only idea.

MURROW: Red, I suppose you'll be heading South for spring training before long.

MR. SMITH: Yes, pretty soon.

MURROW: How far afield have your wanderings taken you in the business of covering sports?

MR. SMITH: The job has taken me around the world. I'd like to go some place else one of these days. I've hit

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all the continents on this silly fun and games dodge excepting Africa, and nobody's invited me there yet, but I hope someone does.

MURROW: Is there any special technique you've developed in your travels for doing what you do?

MR. SMITH: No. You get that portable out on your knees in airplanes and on trains and in press boxes and hotel rooms, and just try to bleed the stuff out of a small vein. I think the thing a fellow strives for, doing the column, is to try to get as my boss, Stanley Woodward expressed it one time -- try to get the smell of cabbage in the hall cookin'. You know, the sense and feeling of the event.

MURROW: Yes.

MR. SMITH: That probably is no answer to your question.

MURROW: Yes, I think it is. Red, you probably conducted as many interviews as anybody in the sports business. I suppose some personalities must stand out as being more colorful than others?

MR. SMITH: Oh, sure. I read in the paper this morning about the retirement of one of the most colorful any of us has known, little Willie Peppe, who was the greatest of fighters, and a lively, fascinating little rogue. I think

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you've talked to Rocky Marciano---

MURROW: Yes.

MR. SMITH: ---and would agree that he's a delightful guy. And little Con McCreary, the jockey, and fellows like Musial, good old Yogi Berra, so many -- I'll tell you, Ed, we've got a few of them on the wall downstairs. Could I show them to you?

MURROW: Good. Fine.

MR. SMITH: Let's go down.

MURROW: Red, with six columns a week to do, have you ever thought of easing up a little and cutting down on the volume?

MR. SMITH: No. It may sound foolish, but it seems to me that it's easier to do six a week than one a week. At least, when I was starting out writing the column, I did one a week. I did a Sunday column, and it didn't seem to work for me. At least, it didn't work satisfactorily as far as I was concerned. The ideas that came in the early part of the week that seemed good, were dry and dusty by the end of the week when I wanted to write the column, and nothing happened at the end of the week. It's better, it seems to me, if I just -- oh, stay in the groove. You seem to develop. You grow a pair of antenna that twang like guitar strings when a

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column comes along if you're doing it every day.

MURROW: Well, you must certainly face a few deadlines when there just isn't very much to write about. How do you pull yourself out of a dry well, Red?

MR. SMITH: Well, there's one blessed thing about working in the fun and games department as opposed to, say, a global column. You can always settle for batting averages. You know, you always have a ready-made reading public who just love to read figures beginning with a decimal point. To me it seems a very dreary business -- that's probably because I always flunked mathematics in school. You know you can go with the batting averages, Ed.

MURROW: Red, who were some of those colorful personalities?

MR. SMITH: Oh, sure. Here we have the big horse nationalist. That's Eddie Arcaro on top. That was done, as were a couple of the others, by a friend of mine named Bob Reder, and if you can see the man next to him, why, you'll recognize---

MURROW: Rocky.

MR. SMITH: ---Rocky Marciano in action.

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I particularly like that because it seems to me to have a quality of relaxed power. He seems so relaxed and yet he's pretty attentively watching the pitcher. Down here is Mr. Fitz, our great friend.

MURROW: Yes.

MR. SMITH: The great Jim Fitzsimmons, old trainer of horses, and it pleases me that that's the only formal picture he ever posed for. When he gave it to me I was cheering about it because I think it's a lovely shot, and I was saying, "Gee, that's a handsome picture, Mr. Fitz." And he, an old jockey, you know---

MURROW: Yes.

MR. SMITH: Mr. Fitz said, "I was really trying that time." And on the far side -- I don't know how well you can see it, but a special favorite of mine -- Jesse Long sketched that -- and what I like about it, that rather untidy bundle of used laundry was, at the time the sketch was made, the most valuable player in the American League. That's our old friend, Lawrence Peter Berra.

MURROW: Yes. Kay, does Red suffer very much from writer's pains?

MRS. SMITH: A little. When he works at home, I walk very softly, and I hear moans and groans, and an occasional

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MURROW: Red, where is the torture chamber?

MR. SMITH: Well, I'll show it to you, Ed. It's right on through here. More often than not, at this season of the year, I reach it through the laundry room, ducking among all the drying bits of wash, but this is the -- torture chamber, did you call it? -- sweat shop. Here are all the brains, Ed. This is where the sports writer's profound knowledge comes from, you know, not out of here (pointing to his head). It's all in these books.

MURROW: How did it happen that you decided to take up journalism?

MR. SMITH: When I was a kid in Green Bay, I was wandering around in the woods, and I encountered an old, old fellow -- oh, maybe 19 -- who taught me to cast a fly---

MURROW: Yes?

MR. SMITH: ---and he was a nice guy. I liked him very much, and, well, he was going to Notre Dame and studying journalism, so what I could do but go to Notre Dame and study journalism. Of course, the thing I liked about it, too, was it seemed to me that if you sat and pounded a typewriter, you wouldn't have to be lifting things.

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MR. SMITH: From the time I was a kid, Ed, I was usually the smallest in the family, or the smallest in the group -- the smallest in my family, too, for that matter -- and I was four-eyed, and I lacked reflexes, and I was a bit yellow. It wasn't until I got to Notre Dame that I tried anything. I did make a pass at running a mile but just once. I finished last, and that was the end of my career as an athlete. That is, it was the end of my career then.

MURROW: Yes.

MR. SMITH: Now, of course, living out here, I have, oh, a little more opportunity for exercise. I have a whole half-acre to walk in, and out here is the smallest swimming pool in Connecticut, I'm sure. It's an opportunity for a plunge now and then -- not at this season.

MURROW: Well, be it ever so humble, it's still a swimming pool, and I imagine Mrs. Smith puts it to good use while you're on the road in the summer.

MRS. SMITH: I reckon she does. The kids get a great deal of pleasure out of it in the warm weather. That is, they did when we had kids at home.

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MURROW: Mrs. Smith?

MRS. SMITH: Yes, Mr. Murrow?

MURROW: Do either of your children have Red's flair for writing?

MRS. SMITH: Well, I think maybe. Our daughter, Kit , is married now and living in Milwaukee, the home of the Braves---

MURROW: Yes.

MRS. SMITH: ---and I think it's quite proper that I should tell you we're going to be grandparents in March.

MURROW: Oh, good! Congratulations!

MRS. SMITH: Terry is a junior at Notre Dame, and he's in the journalism department, and I think he's going to be a newspaperman.

MR. SMITH: It's a dreadful thought, isn't it, Ed?

MURROW: It is, Red.

MR. SMITH: This summer when our backs were turned, he crept around and got a job on the STANFORD ADVOCATE as a sports writer, which seems to me to be a clear case of the sins of the father.

MURROW: Red, in what order do you rate your own interests in the sports you cover?

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ball, boxing and horse racing, and for some reason, I seem to have grown more and more enthusiastic about horse racing in recent years.

MURROW: But you manage to keep your enthusiasm for yachting under control, don't you? Red, you've heard and written a few thousand stories. What are some of your favorites? Let's start with baseball.

MR. SMITH: Well, of course, I'm enchanted with the one about Yogi Berra, who, when playing for the Yankees when Charlie Dressen was the coach, was told by Dressen, "Now, Yogi, when you go up there to the plate, keep thinking when you're hitting. Be aware of the situation. Don't just stand up there and swing." So Yogi went up and swung three times, struck out, came back to the bench, threw his bat away, and said, "How do they expect a guy to think when he's hittin"?"

MURROW: There must be a lot of boxing stories.

MR. SMITH: Well, there must be a lot of them. I recall the advice Dempsey gave to a young boxer one time. He said, "One day a man will hit you right between the eyes, and when you open your eyes, you'll see three opponents in the ring, and you hit the middle one because he's the guy that slugged you."

MURROW: Red, I wish we could stay and talk all

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MURROW: Red, I wish we could stay and talk all

night. Thank you for letting us come.

MR. SMITH: Thanks for visiting us.

MURROW: Thank you, Mrs. Smith.

MRS. SMITH: Thank you, Ed.

MURROW: Good night.

MRS. SMITH: Good night.

MR. SMITH: Good night.

MURROW: I'll be back in a moment to tell you about next week's guests right after a word from Bob Wright, speaking for Kent.

(Commercial)

MURROW: Next week we'll be going to Havana for a visit with Fidel Castro and his nine-year-old son. We'll also be calling on illustrator Norman Rockwell and his wife in their Stockbridge, Massachusetts home.

There are some of the people who made tonight's program possible.

ANNOUNCER: PERSON TO PERSON is produced by John A. Aaron, Jesse Zousmer and Edward R. Murrow.

MURROW: And now from PERSON TO PERSON, good night and good luck.

CBS Television

PERSON TO PERSON with EDWARD R. MURROW

Guests: Dr. Fidel Castro, Fidel Castro, Jr.,

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February 6, 1959 - 10:30 PM EST

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We'll be ready to go right after a word from Bob Wright speaking for Kent.

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(Commercial)

MURROW: Just 30 days ago Fidel Castro entered Havana to be greeted by cheering mobs as one of the greatest heroes in Cuba's history. A week before that General Batista and his top aides had fled the country, leaving it to Castro, his rebel Army and their supporters.

It has been a very busy month for Fidel Castro and the people of Cuba, marked by world-wide interest, both acclaim and criticism.

This week, Fidel, as everyone in Cuba calls him, has been away in the hill country where he made his home for two years. A few hours ago he returned to his apartment on the 23rd floor of the Havana-Hilton Hotel in the center of the city just a short distance from the presidential palace.

Good evening, Fidel Castro. You must have had a very busy week. How do you feel?

CASTRO: Well, I feel -- really feel well but tired, although we have to work very much. Here I am resting some minutes because this night I have to continue my job.

MURROW: Well, Fidel Castro, at the age of 32 you now have in your hands a great deal of power and a great deal of responsibility. Aren't you a little frightened by this?

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CASTRO: Well, really not frightened because I have

self-confidence, but a little worried, of course.

MURROW: Not frightened, but a little worried.

CASTRO: Yes.

MURROW: Now what about your personal safety. This is something you must think about, or doesn't that worry you?

CASTRO: Really, what I think is that I have no time to think about my personal safety.

MURROW: Is it true that you go wandering about the streets occasionally all by yourself?

CASTRO: Yes, of course. Most of the time my friends don't like. Sometimes they come with me, but really I don't like to be with personal worry.

MURROW: Tell me, Fidel Castro, are you concerned at all about the communist influence in Cuba?

CASTRO: Oh, I am not worried because, really, there is no threat about communism here in Cuba.

MURROW: Fidel, I'm told that you saw your mother for the first time in four years this Christmas Eve. That must have been quite a reunion. What did she have to say to you?

CASTRO: Well, really, what I remember is that she began to cry at the beginning, and that means she could not

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CASTRO: Well, really, what I remember is that she began to cry at the beginning, and that means she could not

tell any word to me.

MURROW: Well, I'm sure she must have asked about her grandson. Wasn't Fidelito supposed to be with us tonight?

CASTRO: Yes, yes. Fidelito. (Fidel, Jr. enters room)

MURROW: Hello, Fidel, Jr.

FIDEL JR.: Hi!

MURROW: That's a very good-looking puppy you have there. Is he yours?

FIDEL JR.: No, somebody gave it to my father for a present.

MURROW: Do you have a dog of your own?

FIDEL JR.: Yes, I have two dogs.

MURROW: Two dogs! What kind of dogs are they?

FIDEL JR.: Well, all are little.

MURROW: Just small ones, huh?

FIDEL JR.: Yes.

MURROW: Fidel, when was the last time you were in the United States?

CASTRO: Well, I was in the United States from October to December in 1955.

MURROW: In 1955.

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CASTRO: Yes, yes. Fidelito. (Fidel, Jr. enters room)

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CASTRO: Well, I was in the United States from October to December in 1955.

MURROW: In 1955.

CASTRO: Yes.

MURROW: When do you think you'll be visiting us again?

CASTRO: Well, I should like -- I think when I have a chance.

MURROW: Well, will that be with the beard or without it?

CASTRO: Well, it is possible if I go so to the United States with a beard because I am not thinking now to cut beard because I am accustomed to my beard, and maybe it means many things to my country. When we have fulfilled our promise of good government, I will cut my beard.

MURROW: Fidelito, have you heard from any of your friends at school here in New York?

FIDEL JR.: Yes. I got a book here from some of my friends.

MURROW: A book of letters?

FIDEL JR.: Yes.

MURROW: Well, now what did they say?

FIDEL JR.: "To Fidel Castro, Jr. from his class at P.S. 20, Queens, New York, U.S.A."

MURROW: Ah, wonderful! A lot of letters in that book?

CASTRO: Yes.

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MURROW: You must be very proud of them.

FIDEL JR.: Yes.

MURROW: Thank you very much, Fidelito, we won't keep you up any longer. Thank you very much. Good night.

FIDEL JR.: Good night.

MURROW: Fidel Castro, were you as good-looking as your son when you were his age?

CASTRO: (Audio difficulties. Inaudible.) Here are some pictures. For example, here is this picture when I was a student. I suppose this here is a picture of myself when I was so big and not very mature.

MURROW: Youth is a wonderful period. Sometimes I suppose we appreciate it too late. Fidel Castro, what do you remember about your childhood?

CASTRO: Well, as you know, one remembers when he sees many things, but what I more remember are the mountains and the fields during my vacations in our land. I remember those days when I walked in the fields and in the mountains.

MURROW: Well, the Cuban Liberator, Jose Marti, was a particular hero of yours, I believe, and many others who have taken part in the liberation movement -- the successful ones -- have frequently mentioned the element of luck.

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MURROW: Well, the Cuban Liberator, Jose Marti, was a particular hero of yours, I believe, and many others who have taken part in the liberation movement -- the successful ones -- have frequently mentioned the element of luck.

Do you believe in luck?

CASTRO: Well, what I think is that in the life of every man, luck is a part and job is the other part.

MURROW: Was there ever a time in the fight that you led that you thought things might not work out; that something would go wrong?

CASTRO: Well, sometimes we had difficulties. Everything was not always perfect, but I was always sure of the victory.

MURROW: Well, Fidel Castro, what about the trials of Batista's followers? If they were starting all over again, would you like to have them handled any differently?

CASTRO: Well, I think myself, and all of our people, that they are just; not perfect, because we are not living now in normal conditions, but actually our conditions now are not normal conditions, but you, and all the people around the world, can be sure that they are just trials. We cannot do them better.

MURROW: So if you had it to do over again, you would do it very much as it has been done. Is that right?

CASTRO: Well, without some more mistakes as a consequence of the experience of everything.

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MURROW: I wonder if you could tell us, or would be

willing to tell us, about the source of your arms and money during the revolution.

CASTRO: Would you like to repeat?

MURROW: The principal source of your arms and your money during the revolution.

CASTRO: Well---

MURROW: Perhaps someone off camera could translate if I didn't make that clear. (Translation from off camera.)

CASTRO: Well, really, many people -- I can say that all the people helped myself with money -- all the people of Cuba. People of all social classes. And about arms -- really, the arms we got the victory with were the arms from enemy soldiers, because fighting with them, we took the arms from their hands -- fighting very hard -- and every month more arms and more arms, and during two years we got thousands of arms from the enemy soldiers. That was the first fountain of arms.

MURROW: This is one of the great arts of guerilla warfare, isn't it? To be able to acquire your arms from the enemy, whomever that enemy happens to be.

CASTRO: Yes.

MURROW: Fidel Castro, what do you wish most for

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CASTRO: Yes.

MURROW: Fidel Castro, what do you wish most for

your country in the months ahead?

CASTRO: Really, in the next months and in all the future, what I wish most for my country is peace and progress.

MURROW: Do you expect that the tourist travel will be resumed to Cuba? That the tourists will come again?

CASTRO: Well, if you help us. For example, the United States citizens. I know that they like Cuba very much, and I see them here very happy. I find every day many tourists here in our country, and all day they shake hands with me and congratulate me because they see in Cuba what is happening, and that we have peace here, and what we ask from the United States citizens is that they come here to visit Cuba -- that it is a wonderful and friendship country.

MURROW: Tell me, when you have a moment or two to relax, do you ever get to take a swim or see a movie?

CASTRO: I can't. Really, I have no time.

MURROW: You have no time?

CASTRO: I don't know how long can I work. I have not stopped. Nine hours of work -- 20 hours. I have not -- I cannot protest to anybody.

MURROW: Can you remember the last book you read?

CASTRO: Well, I was reading about the Nuremberg judge -- the criminal wars -- about the criminals of war --

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MURROW: Yes.

CASTRO: Yes, and about the Nuremberg judge where the United States, England, French, and the nations punished the war criminals. That was the last book I read.

MURROW: Fidel, who would you say are the real heroes of the revolution?

CASTRO: Well, I think that the real hero was the people of Cuba. It is the truth. This is what I think.

MURROW: Thank you very much, Fidel Castro, for letting us come and visit you in your hotel tonight, and will you say good night to Fidelito for us, please?

CASTRO: Yes.

MURROW: Good night.

CASTRO: Good night.

MURROW: Good night. Thank you very much.

CASTRO: Thank you.

MURROW: In just a moment we'll take you for a visit with Norman Rockwell and his family. And now here again, speaking for Kent, is Bob Wright.

(Commercial)

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MURROW: Norman Rockwell, America's best-known illustrator, has been painting the American scene to the de-

light of millions of us, for 48 years, and in recent years, his models, subjects, characters, have been drawn from among his friends and neighbors in Stockbridge, Massachusetts where he lives and works.

This is Main Street in Stockbridge, established in 1734. Population: 2200. Set in the heart of the Berkshire Mountains, and typical of other New England towns where Mr. and Mrs. Rockwell have brought up their three sons. It's here, in the bank, the grocery store, the gas station, the school, and, of course, the village barber shop, that Norman Rockwell finds the people that he paints into situations that so many of us find so realistic and so intimate.

Rockwell was born and brought up in New York, but today he prefers the rural life, and if we followed directions properly, we should find him at home, just around the corner from Main Street, on Route 7. We ought to turn the corner in just a moment. No snow in Stockbridge tonight. We ought to reach that white frame house on Route 7 in just a moment. There we are. Are you there, Norman?

ROCKWELL: Yes, Ed, we're here, and welcome to Stockbridge.

MURROW: Thank you. It seems like "big doings" on Main Street tonight.

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ROCKWELL: Yes, Ed, we're here, and welcome to Stockbridge.

MURROW: Thank you. It seems like "big doings" on Main Street tonight.

ROCKWELL: Oh, yes, all lit up -- quite a town.

MURROW: Who's your friend there beside you?

ROCKWELL: Oh, that's -- we call her Lolita.

MURROW: Beautiful!

ROCKWELL: Oh, she's a nice dog. A wonderful dog.

MURROW: Norman, from our quick tour of Main Street, Stockbridge appears to be a most pleasant town, and I know that personally from driving through it.

ROCKWELL: Yes, we like it very much here. We've been here, I think, about six or seven years and we really love it.

MURROW: I take it you've forsaken the big city down here forever. Is that right?

ROCKWELL: Well, I go down there once in a while but not too often.

MURROW: You know, I envy you that, but you do have to come down to New York occasionally, don't you?

ROCKWELL: Well, I tell you, the reason I go down, Ed, I go down for a rest. I work so hard here, and it's just a change. I go down to see an old pal, and we go to the movies and the theater, and go window shopping, and it's a change, and that's what I like about it.

MURROW: Do all the Rockwells share your affection

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MURROW: Do all the Rockwells share your affection

for Stockbridge?

ROCKWELL: Oh, yes. They're here and I'd like very much to have you meet them.

MURROW: Thank you.

ROCKWELL: This is Mary, my wife.

MURROW: Good evening, Mrs. Rockwell.

MRS. ROCKWELL: Good evening, Mr. Murrow.

MURROW: Mrs. Rockwell, with Norman doing all his work at home, does he bother you, or do you bother him?

MRS. ROCKWELL: Neither of us bothers the other.

MURROW: And that's your son, Tommy, I take it.

ROCKWELL: This is Tommy, yes.

MURROW: Good evening, Tommy.

TOMMY: Good evening, Mr. Murrow.

ROCKWELL: And this is my daughter-in-law, Gail.

GAIL: Hello, Ed.

MURROW: Good evening, Gail. Tommy?

TOMMY: Yes?

MURROW: I'm told that you're the writing member of the family. Is that right?

TOMMY: Yes, Mr. Murrow, I want to be a writer. Right now I'm helping Pop with his autobiography.. It's going to be a long one because he's 65, and---

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ROCKWELL: Did you have to tell? (Laughter) Doubleday is publishing it.

TOMMY: Yes.

MURROW: Gail?

GAIL: Yes?

MURROW: You've married into a very busy family. What's your main activity?

GAIL: Well, Tom helps Norman with the book, and I help Tom where I can with punctuation and spelling and criticism.

MURROW: Is he a little bit deficient in spelling, would you say?

GAIL: Just a little, yes.

MURROW: Well, you know, I can see the book jacket right now: "Rockwell" by Rockwell, assisted by Rockwell. (Laughter) Norman, what are your other two sons doing?

ROCKWELL: Well, I have a son, Ed, in California -- my oldest son. I think he's 28, and he's out there now. I think he's watching this. He's with his girl friend, Carol. He's a fine arts painter. He has to help his income. He works for a grocery firm out there. I think he's at their house now. Then I have a -- the youngest son, he's 22. That's Peter. He wants to be a sculptor, and he's living down in

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MURROW: Mrs. Rockwell, with all the artists in your family, you must have quite a decorating problem. Do you keep many of Norman's original paintings on your walls?

MRS. ROCKWELL: Oh, yes, we keep quite a lot of them. Some of them are too big, but we keep sketches and etchings and drawings, and we have pictures in every room of the house.

MURROW: Norman, just where is your studio?

ROCKWELL: Well, Ed, if you'll come with me, it's right out here.

MURROW: It's a lovely house, Norman. How old is it?

ROCKWELL: Well, I don't know, Ed. I think it's pre-Revolutionary. In fact, they tell us that Aaron Burr lived here. I don't know whether that's much of a distinction inasmuch as he was the man who killed Alexander Hamilton, but if Washington had lived here, I think it would have been much more of a distinction.

MURROW: How many hours a day do you spend in that studio?

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o'clock -- and generally I'm out here until they ring for me to come in for dinner. That is, I go in for lunch, of course. And here, Ed, is the studio. I'm very fond of it. I hope you like it.

MURROW: I do. Norman, that's one of your wartime "Four Freedoms" paintings, isn't it?

ROCKWELL: Well, this one is the "Freedom of Speech" that I did -- well, I did it for THE SATURDAY EVENING POST, and then the government used it. And this is the "Freedom of Worship".

MURROW: Oh, yes, I remember that very well.

ROCKWELL: And I did those in Arlington, Vermont, and these are all of my neighbors. The neighbors that lived with me -- near me there in Vermont.

MURROW: Do you have any idea of how many copies have been made of those paintings?

ROCKWELL: I don't really know. I know it runs into millions and millions. As I say, THE SATURDAY EVENING POST featured them, and then the government took them over. In fact, they're still using them. I think last week in THE NEW YORKER they had one of them -- an ad for the bond sales -- United States bond sales.

MURROW: I imagine there are very few Americans who

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MURROW: I imagine there are very few Americans who

haven't seen those paintings at some time or other.

ROCKWELL: I imagine so.

MURROW: Norman, you've been identified with THE SATURDAY EVENING POST for many, many years.

ROCKWELL: Yes.

MURROW: When did you do your first cover for them?

ROCKWELL: Well, Ed, this happens to be the original of the first cover I did. I don't know whether it was before you were born or not.

MURROW: Ha, ha -- not quite.

ROCKWELL: That was in 1916. Well, that was -- what is it? -- 43 years ago -- about that. And this is the original of it. In those days we used only red and black.

MURROW: How many have you done since?

ROCKWELL: Well, I think somebody counted, I think, over 320.

MURROW: Well, how do you go about doing them, or is that what Tom's book is going to be all about?

ROCKWELL: Well, Tom's book is certainly going to take that up. This one here is the one that is coming out on THE SATURDAY EVENING POST next week, and this is the first little rough sketch that I show to the editor. I show them

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to the editors down in Philadelphia, and so far they've been very nice and okayed them. I've got my fingers crossed. So, if you'd like, I could go through some of the stages of my work.

MURROW: Yes, please do.

ROCKWELL: Well, these are some photos. You see, I work from photographs. Practically everybody works from photographs these days. It's about the only way we can work. Everybody's so busy.

Now, this picture here very briefly shows a setting I used for this jury picture.

MURROW: Yes.

ROCKWELL: And this is the Grange Hall in town. It used to be the Grange Hall; it's now the veterans' place. You see, here's -- this fellow's up in the picture here. He's holding the light, and we took photographs. We may have taken, oh, a hundred photographs of different poses of these people. You see, you don't just take a photograph and tint it. You reassemble and change it and so on.

MURROW: Yes.

ROCKWELL: Well, then after I've taken the photographs, I make a drawing, and this will be on paper. It was the same size as this. It's smaller here.

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ROCKWELL: And, you see, I've changed this figure here. Instead of having him facing, you'll notice he's turned into the group. And then after I've completed this drawing, then I start the painting. I put it on the canvas -- on this canvas here. And this is the stage showing where I've painted some of them. You see, there the girl's finished and some of the other models. This may be two weeks after I started this. You see, it's a long job.

MURROW: Are all the people in that painting neighbors in Stockbridge?

ROCKWELL: Yes, Ed. I always use my neighbors. I very seldom use what is called professional models. These are all my neighbors. I even used myself here. I'm about the cheapest neighbor I have -- the cheapest model I can get. This young lady here, she's this gentleman's wife.

MURROW: Yes?

ROCKWELL: He's an art director from New York, and I was doing work for him, and he came up and brought his wife, and I thought she was just the type, so I used her. This is Ed Sullivan. He runs, or did run our meat market, and Bern Bauer, who runs the Red Line Inn, and Dave Luvlin, who teaches crafts in town, and here's Louie Lamone, who is my man Friday,

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and so on around the studio, and this is Oliver Kempton, the insurance man, who -- well, really, he's quite an arguer and talker and so on. And then this is the banker here in town.

MURROW: And the lady juror is holding out against all of them. Right?

ROCKWELL: That's right.

MURROW: Where do you get your ideas? That painting of the jury room, for example.

ROCKWELL: This particular idea -- you see, about seven years ago I lived in Vermont, and I was on a jury up there, and we had one man who just wouldn't vote with us. Early in the afternoon we had all decided, except this one man, that the party was guilty. It was a civil case. There was nothing very tragic about it, but he wouldn't vote with us. And then, finally, when the village church rang out twelve o'clock, all of a sudden, he said, "I'm voting with you." And we said, "Well, why have you suddenly changed at twelve o'clock?" We said, "Don't you realize that at twelve o'clock we get another ten dollars for the next day?" So then we all went home and went to bed, thank goodness!

MURROW: Norman, after a tough day's work, after you and Mary have washed your brushes and put them away, how

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MURROW: Norman, after a tough day's work, after you and Mary have washed your brushes and put them away, how

do you spend the evenings in the Berkshires there at Stock-Bridge?

ROCKWELL: Well, there's a lot to do. For instance, not in the evenings, but in the daytime I go to Peggy Best's sketch class on Wednesday afternoons, and then I have a luncheon and chowder club. The men have this little club -- businessmen and all different kinds of men -- or else I stay at home and look at television -- look at your show, which is very good. And then I also -- I'm usually tearing paint rags. You see, we use a lot of paint rags to wipe the paint off with. So I use this diaper cloth. It's a wonderful cloth. It's not only absorbent, but it doesn't go through.

MURROW: Well, I'm sure that you're eager to get to doing that right now. Norman, thank you very much, and will you say good night to the rest of the family, please?

ROCKWELL: I will, and thank you, Ed.

MURROW: Thank you very much.

ROCKWELL: Thank you very much.

MURROW: Good night.

I'll be back in a moment to tell you about next week's guests after a word from Revlon.

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There are some of the people who made tonight's program possible.

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Claire Bloom

February 13, 1959 10:30 PM EST

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MURROW: Harry Golden is editor, publisher and writer of a newspaper that has no news, no pictures, no headlines. His bi-monthly paper called "The Carolina Israelite" covers topics ranging from politics in the South to Kato's cure for a hangover. His most recent social item told of the visit of Cleopatra to Julius Cesaer in 46 B.C.

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It's been a long and eventful career for this former teacher, hotel clerk, reporter, who settled in Charlotte, North Carolina, in 1941 and founded his "Carolina Israelite" with about 800 subscribers, I think it was, and he's watched that number grow to almost 35,000.

Harry Golden makes his home and his office in this nine-room frame house on Elizabeth Avenue in Charlotte.

Evening, Harry.

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MURROW: Thank you. Are you sampling some of that

balmy North Carolina weather?

MR. GOLDEN: Well, it hasn't been "balmy" tonight, but it stopped the minute we got on the air.

MURROW: Good. Someone has written -- I've forgotten just who --"Harry Golden sits on a high tower and watches the world revolve." Are you watching?

MR. GOLDEN: Yes, I'm watching, Ed. You know, a philosopher once said, "You do not have to leave your room to see the world." And I watch it from here.

MURROW: Has the paper closed shop for the night, or is your staff still at work?

MR. GOLDEN: Oh, no, Ed. The staff goes home at five o'clock, and I'd like you to see my office here. We have here the outer office where my two secretaries sit and take care of the subscriptions, and my correspondence, and a few other girls back there. And over here I have my two files. You know, originally, Ed, I had a barrel---

MURROW: Yes?

MR. GOLDEN: ---and I wrote the articles and I just threw them in there. When I went to print, I just scooped up a bunch of 'em and sent 'em to the printer, but now I've become fancy and I have them in steel cases, and I would say, Ed, that this paper will be posthumously edited for at least three

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MURROW: Could you give us a sampling of your editorial matter?

MR. GOLDEN: Yes, I have a few here for the next paper. For example, I have a story on "What Happened to Dorothy Arnold", and an article, "The Interesting Story of Senator Kennedy And The South", and then a little sketch of when I was a newsboy, and we stood outside of Captain Churchill's Restaurant on 49th Street and Broadway. I heard him say, "There she is. There she is behind the post!" There she is, Ed, a girl smoking a cigarette. All this within 45 years.

MURROW: Harry, where do you do your writing?

MR. GOLDEN: Well, Ed, right here. This is my office. This is where I sit and write, and I have a lot of books here, and as Mr. Thorrow said, "Pasture enough for my imagination."

MURROW: Harry Golden, I know your "Only in America" consists of articles that have appeared in your paper. Did you anticipate the book's great success?

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I had no idea that we would be in the 11th or 12th printing with nearly a quarter of a million, but with the correspondence, and after thinking it over, I realized, Ed, that, you know, there's a great longing out there. There's a longing and a hunger out there. There's a search for identity of some kind.

MURROW: Yes.

MR. GOLDEN: It's a tremendous thing, Ed, and a very heartening thing, too. I feel that perhaps we have struck with this book, and others which have been in the same vein, upon the real human story, Ed. The real human story, Ed, is a man and a woman and a home, and in each generation they think that the thundering events of the day are world-shattering, but in the last analysis the story remains the same: getting the children ready for school in the morning. And even in outer space basically the human story is not the mysteries of outer space as much as it is the mystery of the human heart---

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MURROW: Harry?

MR. GOLDEN: Yes.

MURROW: Harry, how did you happen to settle down

and start your paper in North Carolina?

MR. GOLDEN: The pattern is the same, Ed. It's an industrialization. Thousands of people are coming here, and I was down here for awhile working for a special edition outfit. Then I came to Charlotte for a few months and decided to stay here. I decided that I could make a living by starting a personal journal.

MURROW: Why did you decide to start a personal journal rather than, say, a regular weekly paper?

MR. GOLDEN: Ed, I couldn't possibly compete with the news of the social events, and, furthermore, I felt that I had two great advantages in starting a personal journal. One was the uninterrupted reading for about 45 years, and the second, if I have any talent at all, it's a memory. I just remember everything I've ever read, everything I've seen, every conversation I've ever had, every person I've known, and this has stood me in good stead, and I knew that I could draw upon this memory, and this reading, and just write a personal journal of the great news events of the past and some observations of the current scene.

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MURROW: Harry?

MR. GOLDEN: Yes, Ed.

MURROW: You went to North Carolina as a Yankee. Did that cause you any minor difficulties?

MR. GOLDEN: No, Ed. Well, as a matter of fact, Ed, I came as a member of two minorities: a Yankee and a Jew.

MURROW: Yes.

MR. GOLDEN: And I came here as a Jew in the most Gentile section of our country, but there's no problem. Here I met some of the kindest people in the world, but something more than that, Ed. I think it's a matter of participation. I'm interested in the welfare of the city and the community and the state. I'm interested in their joys and their welfare and their sorrows, and in their great problems. This is what interests me.

MURROW: Harry Golden, you seem to be addressing yourself, indirectly at least, to the South's current great debate. Has your paper's voice had any effect on the inte-

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gration problem?

MR. GOLDEN: Well, Ed, quite frankly, I didn't -- I never tried for effectiveness, so to speak. I think if there has been any effectiveness, it is based on the fact that I say it here. I do not say it elsewhere. What I have to say on this great debate on the racial question, I say it here in Raleigh, in Atlanta, and in Chapel Hill, and among my neighbors, and I also use a bit of humor which has proven to be a bit effective. Now, right after the Supreme Court decision, I offered as a solution the vertical plan. You know---

MURROW: The vertical plan?

MR. GOLDEN: The vertical plan. You know, in the South there's no vertical segregation. The Negro walks completely free in supermarkets, and he pays his bills at windows with everybody else. It's only when he starts sittin' down that there's a little bit of trouble.

MURROW: Yes.

MR. GOLDEN: So I suggested that we just take the chairs out of the schoolhouses and let all the kids stand up at these old-fashioned bookkeeping desks, and that would solve the problem. Of course, they didn't do it, but at least they laughed.

Now I'd like to take another moment of this. My

gration problem?

MR. GOLDEN: Well, Ed, quite frankly, I didn't -- I never tried for effectiveness, so to speak. I think if there has been any effectiveness, it is based on the fact that I say it here. I do not say it elsewhere. What I have to say on this great debate on the racial question, I say it here in Raleigh, in Atlanta, and in Chapel Hill, and among my neighbors, and I also use a bit of humor which has proven to be a bit effective. Now, right after the Supreme Court decision, I offered as a solution the vertical plan. You know---

MURROW: The vertical plan?

MR. GOLDEN: The vertical plan. You know, in the South there's no vertical segregation. The Negro walks completely free in supermarkets, and he pays his bills at windows with everybody else. It's only when he starts sittin' down that there's a little bit of trouble.

MURROW: Yes.

MR. GOLDEN: So I suggested that we just take the chairs out of the schoolhouses and let all the kids stand up at these old-fashioned bookkeeping desks, and that would solve the problem. Of course, they didn't do it, but at least they laughed.

Now I'd like to take another moment of this. My

beloved friend, Carl Sandburg, and I have discussed this many times. You know, when we have a discussion, it's equal time. He talks a half-hour and I talk a half-hour, and after the Supreme Court decision, Mr. Sandburg gave in his opinion that the Negroes should have made their stand on the health facilities -- the expansion of the health facilities rather than on the schools. He thought there would have been less emotion. But the problem is not necessarily the fact of a Negro child going to school. This is only the dramatic symbol of the major problem, which is: Shall we permit 26% of our population to enter the industrial age of the 20th Century? This is the major problem we have, and it's not the school problem at all. That's only part of it.

MURROW: You were speaking of our old and mutual friend, Carl Sandburg. He certainly reared back and made himself quite a speech to that joint session of Congress, didn't he?

MR. GOLDEN: You bet, Ed! Probably one of the greatest television things I've ever seen in my life. And by the way, Ed, I'd like to show you something about Sandburg. Oh, a minute, Ed. Many of my books here have a brown paper cover on it.

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MR. GOLDEN: I'd like to explain that a year ago I had a fire in another building which destroyed about 2,000 of my books, but we could save a few of them, even though the covers were charred, by putting a brown wrapper on them, and this Bible was open during the fire, and, significantly, it burned right up to my favorite chapter in Amos: "Let justice well up like water, and righteousness is a mighty stream."

MURROW: Yes.

MR. GOLDEN: But come in here, Ed. I want to show you something interesting here. This is my bedroom. I sleep here, and I call this "The Sandburg Room". I'm preparing a book on Carl Sandburg, sort of a commentary.

MURROW: Oh, good!

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MURROW: Are there any other Harry Golden projects in the works?

MR. GOLDEN: Yes. And I'd like to mention Billy, my youngest son, who's down to Tulane teaching English. Yes, there is another project, Ed. I'm starting a syndicated column this weekend in many major newspapers of America: THE PHILADELPHIA ENQUIRER, THE WASHINGTON DAILY NEWS, and, significantly, THE WORLD TELEGRAM AND SUN of New York, and THE CHARLOTTE OBSERVER of Charlotte, my two home town papers, and this is a delightful thing. Now, Ed, there's been much other correspondence, of course.

MURROW: Harry?

MR. GOLDEN: Yes.

MURROW: As a detached observer of the American scene, what do you feel is the major problem that confronts us today?

MR. GOLDEN: Ed, I think the major problem today is that we've made a cult of comfort. It goes back to my mother who couldn't read and write. She could barely read the prayers out of a prayer book, and she constantly told us, "It's bad when things are too good." Well, for a long time we indulged her. We thought it was old world folklore, or superstition like Friday, the 13th today---

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MURROW: Yes.

MR. GOLDEN: ---but when I began to inquire into the natural sciences, or philosophy, as we call it, I found the amazing thing that most of the great minds of civilization had said the same thing. I remember specifically -- well, Albert Einstein.

MURROW: Yes.

MR. GOLDEN: I remember that time when he said he would like to be a plumber. We've made a cult of comfort, and an old Hindu philosopher, his wonderful poem: "Comfort comes into your house as a guest, stays as the host, and eventually becomes your master."

MURROW: Very true. Harry?

MR. GOLDEN: Yes, Ed.

MURROW: I'm terribly sorry we've got to leave you. I hope to come down and have some coversation and a dart game with you one day.

MR. GOLDEN: It will be a wonderful treat. Thank you very much.

MURROW: Thank you for letting us come. Good night.

MR. GOLDEN: Good night.

MURROW: In just a moment we'll take you for a visit with Claire Bloom right after a word from Revlon.

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MURROW: Claire Bloom became stage-struck when she was five years old, but she had to wait ten long years before she got her chance in the professional theater. Once it came, at the age of 15, it wasn't long before Claire Bloom was starring in Shakespearian roles with the Old Vick Company in England where she was born.

She's worked in television, and in such movies as "Lion Light", "Richard III", and "Look Back in Anger", which will soon be released, and she's now appearing on the Broadway stage in David Susskind's production of "Rashomon".

Claire Bloom lives in a one-room apartment in a converted town house, the one there in the middle on this block in Midtown Manhattan.

Evening, Claire.

MISS BLOOM: Good evening.

MURROW: How are you?

MISS BLOOM: Oh, all right. Rushed.

MURROW: Well, I see you got home from the theater all right.

MISS BLOOM: Just.

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MISS BLOOM: No.

MURROW: Claire, does this rush and hustle and bustle of New York ever make you long for the more placid pace of London?

MISS BLOOM: No, I like it. It does me good. I think I need it. I think everybody needs it. London is nice to live in, but there's much more excitement in every way for me here. Much!

MURROW: Does this go for the New York theater as well?

MISS BLOOM: More than for any other reason. Yes, it does. There's more chance for young people, I find. There's more interest in young people. There's more diversity of projects. Many more things happening.

MURROW: Claire, actors usually find it difficult to explain just what it is they like about being on the stage. How do you explain your feelings about this?

MISS BLOOM: Well, many times I don't like it at all, but it is the only art that I am proficient in, that I can do professionally. I need to express myself in some way like that, and I wanted to be an actress. I suppose no one knows why one wants to do something in the beginning, and, of course, there's an amount of childishness, or romaticism -- I don't know which it is -- in actors -- some -- especially in

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me, and you can live your dream life for two hours, and four hours on matinee days.

MURROW: Claire, what about the unromantic aspects of the theater?

MISS BLOOM: I don't like the hours. I don't like to go to bed late and get up late. I feel it's sordid. I like the morning and there is no morning. You get up practically in the afternoon. Otherwise, you're too tired for the performance. But one outweighs the other. I'm glad I'm an actress.

MURROW: Well, I should imagine the unusual hours create something of a housekeeping problem for you.

MISS BLOOM: Well, I've made it as easy as I can because this is my dining room, and---

MURROW: Yes?

MISS BLOOM: ---this is my library and my desk -- and my room. It's all I have.

MURROW: Well, I know that you lived in this country for a while during the war, didn't you?

MISS BLOOM: Well, yes.

MURROW: What do you remember most about those years?

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MURROW: Why?

MISS BLOOM: Because they weren't very happy. We didn't have a great deal of money; in fact, hardly any, and first went to relatives and were very unhappy in Florida. It was all unfortunate, and they didn't like us, and, oh, it was awful. And then we came to New York---

MURROW: Yes?

MISS BLOOM: ---and lived in one room and my mother was very ill, and everything was very bad, and I said I'd never come back, but here I am in one room again, and I'm back.

MURROW: Claire, have you toured much around this country?

MISS BLOOM: Oh, yes, the key cities. Oh, no, not only the key cities. Bloomington and Lafayette, I think, in Indiana for some reason with The Old Vick, but those are the only country or smaller places -- Philadelphia, Boston, Washington -- but to me, I don't know, to most actors, I think in touring you don't see, even if you try to see, places that you go to because there's the threat of the first night, of coming into New York, or whatever it is, and there's a strain, and the living in hotels, which I hate. But I managed to see a bit of the country. I've seen some of the country other ways, but

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when touring one manages to see certain interesting things. Niagara Falls!

MURROW: While you've had very considerable success, I suppose even Claire Bloom has had some rather disappointing moments.

MISS BLOOM: Oh, yes, many. Well, the worst -- the worst happened a long time ago, thank goodness!

MURROW: What was that?

MISS BLOOM: Well, I was 15, and I went to the Old Vick. It was the two great years, 1944 and 1945 when Olivier and Richardson played Peer Gynt, and, of course, they were just gods to me, and I went every Saturday night. Then I got a job walking on in a play called, "The White Devil" with Michael Benton and Robert Hauptmann had produced, and Olivier was going to make the film "Hamlet" and wanted Jean Simmons, and then at one point it looked as though he couldn't get her, and he was testing girls, and they recommended me and tested me, and quite wrongly, I'm sure, from certain things he said, I thought I had the part, and I couldn't believe it, and I was walking on air for two days because Olivier and Ophelia -- I mean it was marvelous! Anyway, then that was on a Friday, and on a Monday in the papers it said, "Jean Simmons is going to play Ophelia." I couldn't hear the words for six months with-

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out crying. Then I was taken to Stratford by Benton and Hauptmann in '47 and I played Ophelia with Paul Scofield, and Robert Hauptmann, so it was pretty good compensation.

MURROW: Have you ever regretted giving up civilian life as a child in order to go into the theater?

MISS BLOOM: Yes. Mind, you, not quite as a child. I was 15.

MURROW: That's young.

MISS BLOOM: Pretty young. Yes, I feel that I went from being a child to being a grown-up. I feel I lost my adolescence. I think I'm very young in many ways for my age now, but it's, as I say, outweighed. I'm glad I did in many ways.

MURROW: Claire, I suppose you didn't have much time to learn the domestic sciences, did you?

MISS BLOOM: I'm a very great cook.

MURROW: Are you?

MISS BLOOM: Excuse me, this is the only way I know to open this door. This is my kitchen. It's all very compact.

MURROW: Very attractive. I suppose, being British, your specialty should be steak and kidney pie, kippers, and boiled mutton and brussels sprouts.

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MURROW: Not even brussels sprouts?

MISS BLOOM: No. Well, they can be very nice if they're cooked properly.

MURROW: They can, indeed. Claire, speaking of things British, do you have any "touches" of England around the house?

MISS BLOOM: No. I have a lot of American Colonial furniture. Well, I have antiques that -- well, some I bought, some I was sent. I love looking for antiques. I have a vase that Julie Andrews gave me, but I think the only thing about that that is British is that she is. I think she got it here -- and -- no, except myself. Nothing else.

MURROW: Well, fortunately, you and Miss Andrews haven't suffered the actor's chronic plight of unemployment, but when you're working on the stage, don't you get a little tired of repeating the same play night after night?

MISS BLOOM: Yes, but then I've been spoiled by doing a lot of repertories, so that you play one play one night and you are not in the play the night after. I find that, of course, ideal. I think it is difficult. You feel that sometimes a sword is hanging over your head every night because

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MURROW: Yes. What do you like to do when you're away from "Rashomon"?

MISS BLOOM: Rest, nothing, read, play my gramophone. Gramophone! Record player. My only as a hobby is photography, and I've taken a picture of my brother, which I'm fond of. I've taken a lot of pictures, but this is the best I think I've taken.

MURROW: Oh, very nice, indeed. Is he in the theater?

MISS BLOOM: No, thank goodness, he's not in the theater. He's learning to be a film editor. He lives on a boat in Chelsea.

MURROW: Wonderful! Claire, you spoke of reading. What's your preferred reading material?

MISS BLOOM: Virginia Wolff, Willa Catha, Thomas Wolf. I love reading letters. I'm a snooper. I love to read private letters of great people. Perhaps as an actress I feel that one gets tremendous insight into them. If you read the letters from Napoleon to Marie Louisa, instead of thinking of him as a great figure far away, you think and realize him much more as a man. I like snooping reading.

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MURROW: Claire, what's your reaction to the fame that comes with success as an actress?

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MURROW: Aren't you bothered at all by the loss of anonymity, being recognized wherever you go and so forth?

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MURROW: Next week we'll be visiting in Washington with Miss Clorey Gifford, President of the Federation of Women's Clubs. We'll also be calling on Antonino Rocca, one of wrestling's most popular and successful figures.

There are some of the people who made tonight's program possible.

ANNOUNCER: PERSON TO PERSON is produced by John A. Aaron, Jesse Zousmer and Edward R. Murrow.

MURROW: And now from PERSON TO PERSON, good night and good luck.

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MURROW: Next week we'll be visiting in Washington with Miss Clorey Gifford, President of the Federation of Women's Clubs. We'll also be calling on Antonino Rocca, one of wrestling's most popular and successful figures.

There are some of the people who made tonight's program possible.

ANNOUNCER: PERSON TO PERSON is produced by John A. Aaron, Jesse Zousmer and Edward R. Murrow.

MURROW: And now from PERSON TO PERSON, good night and good luck.

CBS Television

PERSON TO PERSON with EDWARD R. MURROW

Guests: Antonino Rocca

Chloe Gifford

February 20, 1959 - 10:30 PM EST

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(Commercial)

MURROW: Antonino Rocca is a 32-year-old Argentinian who speaks six languages. He has a degree in electrical engineering, and has become perhaps the world's most successful professional wrestler, and one of the highest paid athletes of our time. His flair for the dramatic inside the ring, in addition to his talent as a wrestler, has helped make all this possible.

Tony Rocca was born near Venice. At the age of 11 he moved from Italy to Argentina. He was raised there; graduated from Rosario University, and became one of Argentina's champion soccer players. Then he turned to wrestling. He came to this country about ten years ago, and in well over a thousand matches, has yet to be beaten.

When he's not traveling and wrestling, which is most of the time, Tony Rocca lives alone in a small apartment in that sire building, the one on the right, West 57th Street here in New York City.

Good evening, Tony.

ROCCA: Hi, Ed.

MURROW: How are you?

ROCCA: Just fine. Thank you.

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MURROW: Tony, you wrestled last night in Washing-

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ROCCA: Yes, Ed, but the big job will be this coming Monday, you know, in the Garden.

MURROW: Who are you wrestling then?

ROCCA: We got a big match against Lewis and Curtiss, you know.

MURROW: Oh, yes.

ROCCA: Yes.

MURROW: Tony, one of your trademarks is wrestling in bare feet. Isn't that a little unusual even for what is frequently termed "the grunt and groan" profession?

ROCCA: Well, it gives me more balance, you know, and I walk bare feet in my apartment here, and also in the morning I walk sometimes in Central Park when it's wet -- the ground, you know---

MURROW: Yes?

ROCCA: I walk around. It gives me strength and magnitude from the ground, I always say.

MURROW: Tony, it would seem to me that electrical engineering would have been a little easier on the bones than wrestling. What prompted you to make the switch?

ROCCA: Well, Ed, the trouble is that always I was with the desire to compete in an individual sport, you know.

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That's the reason why I took wrestling, and I remember very well the first bout I had against Colignanani, you know?

MURROW: Yes.

ROCCA: I remember once on the following day, I was just laying down like that, and moved my head in such a way, and I couldn't even eat soup, you know, but it was a good start, and I'm very proud of it.

MURROW: Well, after a long, hard match, it must be something of a problem to unwind. What have you found to be the best method of relaxing?

ROCCA: Well, the best method of relaxing is just have a big bath and sleep good, and, of course, I got something very good here: my hi fi, you know.

MURROW: Yes?

ROCCA: This is plenty of enjoyment, plenty of music, lots of records.

MURROW: Well, from those stacks of records, it's obvious that you enjoy listening to music.

ROCCA: I love it, Ed, because music elevates me. I got here a collection of about 800 records, and one of my preferred, I would say, is the Ninth Symphony of Beethoven---

MURROW: Oh, yes.

ROCCO: ---done by a very great friend of mine, too

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and friend of lots of people, Arturo Toscanini.

MURROW: Yes.

ROCCA: Yes. He recalled me, and they used to call me "The Ballet" -- I imagine through television, you know -- He used to, I would say, be excited as much as me, and perspire as much as me, you know, because he said, "Son, when you wrestle over there, you give me something like a symphony." And I believe wrestling today is like a symphony -- like a terrific music, you know, and that is the way that I feel when I am wrestling, Ed. That's the truth.

MURROW: Tony, tell me, does listening to music relax you before a match?

ROCCA: Yes. It all depends, you know, what kind of weather is outside. I am not temperamental, but when the sky is covered, you know -- wake up, maybe a rainy day, then I love music with lots of rhythm and lots of staccato, you know, and if the day is just blue, nice, then some music just to relax, like that, you know.

MURROW: Well, for the past ten years you've appeared in just about every country in the world, haven't you?

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MURROW: Tony?

ROCCA: Yes.

MURROW: Many people consider a professional wrestling match something of a dramatic performance. There always seems to be a hero and a villain.

ROCCA: Oh, just a moment, I will explain to you something about that. You know, it's a very good part, but, see, in my opinion, a villain is a man who is always out of shape -- out of condition -- overweight maybe, you know, and a hero is a man with ambition, you know, streamlined, with a great condition to compete with, and of course, for that, you know, we got to believe today -- I got here something very unusual but beautiful -- vitamins.

MURROW: Is this the way you stay in condition? eating vitamins?

ROCCA: Exactly -- vitamins -- and I will come up in a match with minds -- some study that I had for two or three years made, and I guarantee you with that you're going to conquer

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MURROW: Tony, tell me, during a match when you're all wound up with an opponent, what do you think about?

ROCCA: Well, Ed, my opinion, you know, is this. Any wrestler -- and now I talk for myself too -- should go over, Ed, like I do always, try to win, try to be honest with the people, and, of course, having besides, showmanship. The very life without showmanship is nothing. Try to please the people and they patronize you better.

MURROW: Well, you think about pleasing the people when you're all wrapped up in a knot there, is that right?

ROCCA: Well, that's right, but, you know, when you are in condition, Ed, you're not afraid of your body. That's right.

MURROW: Tony, some of your performances, especially here at the Garden, have led to rather near riots by your partisan fans. Is this something that is peculiar to New York?

ROCCA: Well, I would say yes, Ed, because, you know, my followers here in the Garden, the majority, they are Puerto Ricans, you know---

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ROCCA: ---and lots of times I remember when the

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MURROW: So, apparently you have adopted them as well. Is that right?

ROCCA: I would say so, Ed, yes, and I'm very proud of it, you know, because when you got some responsibility over there, you must take the minority of maybe Italians and Jewish people, or colored people, of 20 or 30 years ago, you know?

MURROW: Yes.

ROCCA: Of course, they got to go with us too. They got to try to learn English, which with that, we conjugate all together. And, of course, above everything else, is I want to fight. I want to fight one big thing, you know, today: juvenile delinquency.

MURROW: Yes.

ROCCA: We got to just unionize and fight that disease. In my dictionary just doesn't exist the disease of delinquency, but in the practice we have it. Now, of course, I got very well here, Ed -- I will show something. I got few

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MURROW: Yes?

ROCCA: I got ? diploma, Italian humanitarian, and Doctor of Humanity from the ? Rio de Janeiro.

MURROW: What else is there in the apartment that brings back memories of Italy?

ROCCO: Oh, heck, you know this is the most fantastic thing in your life -- my mother. That's this young lady here. Of course, some time ago -- she died two years ago, but still in my memory. She was a great lady. And here I got my Aunt Maria, another great lady, you know, which I'm proud because they teach me how to be a man with a responsibility.

MURROW: Yes.

ROCCA: And, of course, Ed, here I got a beauty of sunbeam, Lake Luigicomo by Luigi Canyani.

MURROW: Oh, yes. That must remind you of a place you know very well, Tony.

ROCCA: Yes, Lake Luigicomo. I was walking around over there lots of times and see the beauty -- natural beauty -- of the flowers, child, scenery over there, of course, and that, see? -- like this one here.

MURROW: Tony, you've appeared in a lot of cities

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MURROW: Which have impressed you most?

ROCCA: Well, Ed, the more to me was Detroit, I would say. I remember well when I was a kid, you know, they used to say, "Well, one time maybe you go to America. You count 1 - 2 - 3, open up your eyes, and an automobile will be in front of you." While I was in Detroit I closed my eyes like that, count 1 - 2 - 3, and a car was in front of me. That is something beautiful.

MURROW: Tony, I had a feeling a moment ago that you wanted to talk a little more about art. Is that right?

ROCCA: Yes, Ed. I just condemn this modern art of Modigliani, and I won't say -- well, I don't want to mention no more names, but you can find beauty, art and paintings made just to relax you. When you come with this thousand five different colors, a shocking feeling is in your mind, and that, I can't stand it. I can't stand it at all.

MURROW: Tony, how long do you think you'll keep on wrestling?

ROCCA: Well, until I am -- I won't say 150, but about 55 -- 50, 55, you know. There's a very interesting how and when you got to quit. 'Til your blood circulation is good,

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and your reflexes good, you can go and win matches. Yes.

MURROW: Well, Tony Rocca, each of us has his own idea what constitutes living the good life. What's yours?

ROCCA: Well, Ed, I believe one thing. You don't have to be a conqueror, but moderation of everything is good for you. See, when you go up in the level, out of the medium, you are good. When you try to penetrate the impossible, then you are a conqueror, and conqueror is no good. You become a totalitarian of yourself, and totalitarian with the masses. Here in this country I learned lots of things, Ed. This is a country of a feudal, but we American because soon I got very big news for you too. Very soon, in 30 days, I will be American citizen.

MURROW: How wonderful!

ROCCA: Yes.

MURROW: Congratulations!

ROCCA: Thank you very much, Ed. I'm very, very proud of it, and if tomorrow America needs me, my blood, my everything, I'll be just delighted to give it because America give me the best, and I'm just very grateful to live here in this great, great country.

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MURROW: Good night, Tony.

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In just a moment we'll take you for a visit with Miss Chloe Gifford, President of the General Federation of Women's Clubs, right after a word from Bob Wright, speaking for Kent.

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MURROW: Miss Chloe Gifford is President of the General Federation of Women's Clubs, an international organization comprising some 11 million members in about 50 countries. She's the 22nd woman to hold the office since the Federation was founded in 1890.

Chloe Gifford is exceptionally well qualified for her tasks. She was born in Mt. Olivet, Kentucky; grew up in Lexington; became a lawyer when she was just 21; went into teaching and concentrated on activities and club work, and at last count, Miss Gifford belonged to, I think it was 26 national and international service committees. Currently she's on leave from the faculty of the University of Kentucky for the two years of her term as president of the Federation.

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Washington since she took office last summer. It's the International Headquarters of the General Federation of Women's Clubs.

Good evening, Miss Gifford.

GIFFORD: Good evening, Mr. Murrow. Welcome to General Federation Headquarters, my home for two years.

MURROW: Thank you very much. Miss Gifford, the past eight months must have been rather busy ones for you.

GIFFORD: They have been terrifically busy ones and very hard, but very exciting, let me say. You know, you really need to be two individuals to carry on this job. I often say twins. I'm big enough to divide in two, but I've never found a way to do it yet.

MURROW: The work requires a lot of traveling, doesn't it?

GIFFORD: Oh, yes, quite a bit. I've traveled over a hundred thousand miles in the last 12 months. I've been to Europe twice in the last six, and just last Sunday I returned from visiting clubs in Puerto Rico, in Jamaica, and then I was down with Castro and the rebels in Cuba.

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MURROW: Oh, that would be very formidable for any man. A very frightening thought.

GIFFORD: Well, you know, it's a lot of fun, though, really, when men, as a rule, are scared to death of women in the mass---

MURROW: Yes?

GIFFORD: ---but I always say to them the time to be frightened is when one gets you in the corner.

MURROW: Wise words for the wary male. Miss Gifford, how much time do you spend on administrative work in Washington?

GIFFORD: Well, I wish I could tell you that I spend more time at this desk, but regrettably I do not because with all the traveling I do, I do not have too much time for working here actively.

MURROW: It's a very neat and tidy desk. Miss Gifford, what do you most hope to see accomplished by the Federation during the Chloe Gifford administration?

GIFFORD: Well, you know, Ed, each president has the right to put emphasis on the programs she desires, and so during this administration I am putting emphasis on community

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Now, in the field of community development, all of my clubs are working -- clubwomen, rather, are working very actively on the community level trying to make the community a better place in which to live, and working with them is the NUEA, which is the National University Extension Association, that is allied with all institutions of higher learning, and then, you know, Ed, we're putting on a contest, and the Sears-Roebuck Foundation is giving the prizes to this contest that will be over $100,000. That's worth working for, don't you think?

MURROW: It is, indeed.

GIFFORD: And then in foreign affairs, of course we are working on the person-to-person program, and through working very definitely with CARE, we are giving service and self-help to 13 countries, especially in the Near and the Far East.

MURROW: Miss Gifford, I imagine it would be fair to say that most of your members in this country have never had a chance to visit your combined working and living headquarters.

GIFFORD: That's true, and I should love very much for them to catch a glimpse of their headquarters here in

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GIFFORD: That's true, and I should love very much for them to catch a glimpse of their headquarters here in

Washington.

MURROW: Good.

GIFFORD: If you will join me, I should like to go downstairs and show you some of the headquarters.

MURROW: Tell me, did you bring many of your own things from Lexington?

GIFFORD: Very few because the president's apartment is perfectly furnished. Of course, you bring a few things along to make your surroundings appear homelike.

MURROW: What a lovely stairway.

GIFFORD: Isn't this a lovely stairway? I wish you'd spend two or three hours with me and I could show you all around. I'd love to take you out to the tearoom that's at the end of our driveway. Perhaps sometime you can come and have lunch or dinner with me out there.

MURROW: Thank you very much.

GIFFORD: I'd love to have you. And now, Mr. Murrow, I want you to look at this beautiful painting of Mt. McKinley.

MURROW: Yes?

GIFFORD: It was done by the great artist, Sidney Lawrence, and it was given to us by the Alaskan Federation of Women's Clubs.

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MURROW: One of your---

GIFFORD: And now, Mr. Murrow, I should love for you to meet my mother, who is living with me here in Washington. Mother, this is Mr. Murrow.

MRS. GIFFORD: I'm so happy to meet you, Mr. Murrow.

MURROW: I'm honored to meet you, Mrs. Gifford. Mrs. Gifford, are you enjoying your visit to Washington?

MRS. GIFFORD: Oh, very much. Very much.

MURROW: Have you been as much of a joiner as your daughter?

MRS. GIFFORD: No, hardly. I've joined some clubs but most of my work has been with my church.

MURROW: President Gifford.

GIFFORD: Yes.

MURROW: We are constantly being reminded that women have tremendous influence in our social, economic and political life. How wisely do you think they're using this influence?

GIFFORD: Oh, Ed, I have implicit faith in the women. Where they have proper leadership I think they do a remarkable job, and of course you know women are very vocal, and, consequently, if they know what to do, they can do it

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beautifully when they are informed, and I believe that all women should be informed, and then when they're well qualified, to be participating citizens of this one world in which we are living.

MURROW: You think we need more "eggheads", male and female?

GIFFORD: Yes, indeed I do. I think it's a shame to hold down the "egghead" because, after all, when you think of this world in which we are living, we need more and more brains.

MURROW: Very well put, indeed. Tell me, do you conduct study groups in these quarters?

GIFFORD: Well, yes. Mother, you excuse me just a moment. I'll see you later.

MURROW: Good night, Mrs. Gifford.

GIFFORD: Mr. Murrow, we conduct some study groups, but not nearly so much as we do on the community level in the state groups.

MURROW: Yes.

GIFFORD: Now I'm taking you into our dining room. Here's where we entertain officially, and I hope you will notice some of the silver that's been given to us by the various state organizations. That lovely ladle there was used by Maxmillian,

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and the Texas Federation had the punch bowl made to go with the ladle.

MURROW: Is the traffic pretty heavy in this room?

GIFFORD: Indeed it is. We do loads of official entertaining here, and if you'll come with me, I'll take you into the sun parlor. Here is where we sit have a cup of tea with our foreign delegates and our guests. It's informal here and we have many lovely visitors here. In fact, we have visitors every day of the year. And now we're entering the drawing room.

MURROW: Yes?

GIFFORD: This is where we do our official entertaining.

MURROW: It's a very impressive house. Miss Gifford, what's your major project at the moment?

GIFFORD: Well, my major project at the moment is one that I shall be very happy to talk to you about because this is Heart Month, Ed, you know---

MURROW: Yes.

GIFFORD: ---and I am tremendously interested, and have been since the inception, of Heart, and I'd like for you to see a portrait here of Mrs. Eisenhower crowning little Debbie Quinn, and it reads on there: "To Miss Gifford, with

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all my heart. Love, Debbie Quinn." And you know, Ed, that this is Heart Month, and on Sunday thousands upon thousands of volunteer workers will be ringing doorbells all over this vast country of ours, and I hope, and I know you join me in this, I hope that everyone will give generously to help this disease.

MURROW: I'll expect a doorbell to ring on Sunday, Chloe. I've been noticing that medal you're wearing.

GIFFORD: Oh, this is the president's pin of the General Federation. You see, this is the international bar.

MURROW: Yes?

GIFFORD: You remember that we have clubs in 50 countries of the world outside the United States, and this pin a president may wear as long as she's president. You know, nothing is as dead as a past General Federation president, Ed, and this pin causes great comment, because when I get on an airplane, or go into a hotel, people invariably say, "What is the pin?" Is it a country decoration? A government decoration?" Well, I think the most amusing incident that I have ever had was when I was in Lisbon in October. I went up on the elevator for breakfast up on the 14th floor---

MURROW: Yes?

GIFFORD: ---one morning, and this little boy about 14 years of age kept staring at me, and staring, and I couldn't

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GIFFORD: ---one morning, and this little boy about 14 years of age kept staring at me, and staring, and I couldn't

get him to talk with me at all, and a few minutes later a man who was on the trip with me came in, and he said, "Oh, here you are." He said, "When I got on the elevator, the young boy said, 'Please, what does the lady general command?'" And of course he had to say, "Just 11 million women."

MURROW: Well, you're also a Kentucky Colonel, aren't you?

GIFFORD: Oh, indeed I am.

MURROW: Chloe, with all the traveling and entertaining you do, is your wardrobe a big problem?

GIFFORD: Oh, my wardrobe. Heavens, no, I'm not a bit clothes conscious, Ed. I shop twice a year and that's it. But that brings to mind a very interesting story. I happened to be in the State of Indiana, and I was there to speak, and I always get in in time to eat. You can tell that by looking at me, and here we were having lunch, and, of course, the store thought it was a grand time to put on a style show, and all these dear little manikins wearing sizes 8, 9, 10, 11's and 12's, and there wasn't a single woman in the room that could have gotten her hipline in anything that was being shown. All of a sudden I was called to the telephone, and it meant that I had to walk the full length of the room to get out, and all of a sudden I saw two fat sisters just about my size, eat-

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ing twice as much food as they should have been consuming. One had a big bite of lemon chiffon pie enroute to her mouth the moment she spied me. Then she said, "There comes something I could wear." And by that time she said to me, "How much is that dress you're wearing?" And so I awkwardly pivoted and said, "$98.95," and kept on walking. I often wondered, Ed, what she thought when I got up to speak that afternoon.

MURROW: Chloe, have you found being single to be an advantage or a disadvantage in your work?

GIFFORD: Oh, I think it's a lot of fun because I'm the first old maid that's ever been president of the General Federation, and I like to boast of it, and maybe the first professional woman.

MURROW: Does this cause some members of the clubs to doubt your wisdom in matters of, say, family life?

GIFFORD: Oh, I don't know, but I do know one thing. You never saw an old maid in your life that couldn't tell you how to hold your husband and rear your children.

MURROW: Chloe Gifford, thank you very much.

GIFFORD: Thank you, Mr. Murrow.

MURROW: It has been a very pleasant visit, indeed, and would you say good night to your mother for us?

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MURROW: Chloe Gifford, thank you very much.

GIFFORD: Thank you, Mr. Murrow.

MURROW: It has been a very pleasant visit, indeed, and would you say good night to your mother for us?

GIFFORD: Indeed I will. Thank you so much.

MURROW: Thank you. Good night.

GIFFORD: Good night.

MURROW: I'll be back in a moment to tell you about next week's guests right after a word from Revlon.

(Commercial)

MURROW: Next week we'll be going to Scarsdale, New York for a visit with Dr. and Mrs. Howard A. Rusk. Dr. Rusk is one of the country's foremost authorities on physical rehabilitation, having served in this capacity with the Army Air Force during World War II.

Next week we'll also be visiting with Jack Wrather and his wife, actress Bonita Granville. Mr. Wrather is a man with many varied interests ranging all the way from the Disneyland Hotel and Texas oil to such television properties as "Lassie" and "The Lone Ranger".

There are some of the people who made tonight's program possible.

ANNOUNCER: PERSON TO PERSON is produced by John A. Aaron, Jesse Zousmer and Edward R. Murrow.

MURROW: And now from PERSON TO PERSON, good night and good luck.

GIFFORD: Indeed I will. Thank you so much.

MURROW: Thank you. Good night.

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PERSON TO PERSON with EDWARD R. MURROW

Guests: Dr. Howard A. Rusk, and family,

and, Jack D. Wrather and Bonita Granville.

February 27, 1959 10:30 PM EST.

MURROW: Good evening. I'm Ed Murrow. The name of the program is PERSON TO PERSON. Tonight we'll be visiting with Industrialist Jack Wrather and his wife actress Bonita Granville. We'll also be calling on one of the country's outstanding authorities on physical rehabilitation, Dr. Howard Rusk and hiw wife in Scarsdale, New York.

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MURROW: Jack Wrather is the son of one of the pioneers in the oil industry. Jack graduated from the University of Texas, went into the oil fields and then after four years with the Marines during World War II decided to sort of spread out into other industries. He started making motion pictures, tried his hand at real estate, hotels, and he bought and operated a few radio and television stations. Today Mr. Wrather is president of a large organization with varied differences, including Muzak, Lassie, The Lone Ranger, and a corporation which produces and distributes twenty-four television film series. Twelve years ago Jack married actress Bonita Granville who has appeared in fifty-four movies in twenty-six years and still works in Hollywood and on television.

The Wrathers have a home in California and they own an apartment in New York at the Hotel Pierre. Good evening, Bonita.

GRANVILLE: Good evening, Ed.

MURROW: Good evening, Jack.

WRATHER: Good evening, Ed.

GRANVILLE: Ed, I would like you to meet our youngsters. This is Linda.

LINDA: Good evening, Mr. Murrow.

[Commercial]

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MURROW: Good evening, Jack.

WRATHER: Good evening, Ed.

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LINDA: Good evening, Mr. Murrow.

MURROW: Good evening, Linda.

GRANVILLE. And this is Christopher.

CHRIS: Good evening, Mr. Murrow.

MURROW: How are you, Chris?

CHRIS: Fine.

MURROW: Good. Bonita, after the warmth of the wide open spaces in California, how does the family like New York?

GRANVILLE: Oh, we all love New York, Ed. As a matter of fact we put Linda and Chris in a professional children's school here and plan to do so every year for a couple of months during the wintertime. One of the things we love about New York is the climate. We adore the cold and Linda and Chris can't wait for it to snow.

MURROW: And they like skating too, I imagine.

WRATHER: They are ice skaters, Ed. We look out of our window here on Central Park where they go every day.

MURROW: Now, Chris, who is the best skater in the family.

CHRIS: Daddy is, Mr. Murrow.

MURROW: Is he?

GRANVILLE: You can see how he rates.

MURROW: Jack, you are a very fortunate father,

MURROW: Good evening, Linda.

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CHRIS: Good evening, Mr. Murrow.

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MURROW: Jack, you are a very fortunate father,

being able to move your family to New York when business demands that you spend some time here.

WRATHER: Well, I am fortunate in that regard, Ed, but I think the more fortunate in the fact that all of my businesses seem to give pleasure to my family. We participate in all of them. In fact each child has his own particular favorite.

MURROW: Now, Linda, what is your pet project in your father's vast projects?

LINDA: Disneyland, Mr. Murrow. It is terrific.

MURROW: It is?

LINDA: Oh, yes.

MURROW: I have heard that; I have never seen it. Chris, what is your favorite?

CHRIS: Horizon in Palm Springs, Mr. Murrow.

GRANVILLE. That's another hotel, Ed - Horizon and Disneyland are both hotels that Jack has brought up from scratch.

MURROW: What do you like about that particular hotel, Chris?

CHRIS: Well, I get to roam around in the desert.

MURROW: Oh, that's fine. Bonita, how do you participate in Jack's business activities?

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GRANVILLE: Well, Ed, I am vitally interested, of course, in all of them but to be specific I supervised all the interior decoration of the Disneyland Hotel and at the present time I'm Associate Producer on the Lassie television series and incidentally, Linda, our little girl, plays a running part in Lassie. The whole family gets in the act, but you know, Ed, my real special favorite for just pure enjoyment and pleasure is, I believe, Muzak. You know we have it in all of our offices, of course, but we also have it in our New York apartment and our home in California and it is so wonderful to wake up in the morning bright and cheerful to music by Muzak.

MURROW: Jack, it seems to me with all the help you get from your own family, the executives of your various companies must have a real easy job.

WRATHER: I can imagine them sitting at home chewing their nails and grinding their teeth at that.

MURROW: Linda, a friend of yours told me that you are a good piano player. Is that right?

LINDA: That friend of yours must be Mommie.

MURROW: You're quite right. Will you play something for us tonight?

LINDA: Yes.

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MURROW: Good.

GRANVILLE: Okay, here we go. Linda, how about "Tea for Two?" We have it practiced.

LINDA: Yes.

[Linda plays]

GRANVILLE: Good girl.

MURROW: Very nice. Thank you, Linda. Could we ask for an encore?

CHRIS: Linda, how about playing St. Louis Blues?

MURROW: Oh, good.

[Linda plays]

GRANVILLE: I think you have stolen enough of the lime light about now.

MURROW: Oh, very nice.

GRANVILLE: It's bedtime too. Say good night to Mr. Murrow.

LINDA: Good night, Mr. Murrow.

MURROW: Good night, Linda. Thank you very much. Good night, Chris.

CHRIS: Good night, Mr. Murrow.

MURROW: Good night.

Jack, where are your older children tonight?

MURROW: Good.

GRANVILLE: Okay, here we go. Linda, how about "Tea for Two?" We have it practiced.

LINDA: Yes.

[Linda plays]

GRANVILLE: Good girl.

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LINDA: Good night, Mr. Murrow.

MURROW: Good night, Linda. Thank you very much. Good night, Chris.

CHRIS: Good night, Mr. Murrow.

MURROW: Good night.

Jack, where are your older children tonight?

WRATHER: Well, I can show you pictures of them, Ed. I have them here. This is my son Jack who is fourteen. He is at Brooks School in Andover, Massachusetts.

MURROW: Oh, yes.

WRATHER: This is my daughter Mollie, sixteen years old. She goes to school at Westlake, a school for girls in Los Angeles. We are very sorry, incidentally, they can't be here with us.

MURROW: I'm sorry too. Jack, tell me this. When you come to live in New York, is it just to check on your organization, or do you keep regular office hours?

WRATHER: Well, Ed, this is one of my headquarters; the other two are Dallas, Texas and Los Angeles and actually I don't keep working hours regularly any place. This is my office in the apartment here and I get away from the hustle and bustle of down town by working and planning in this office whenever I can.

MURROW: How do you manage to keep track of all your businesses?

WRATHER: Well, that is a good question, actually. All of these businesses, The Lone Ranger, Lassie, the oil, the hotels, the TV distribution and programming, etcetera, have management of their own, all independent, operated

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independently. The executives of my organization - the Jack Wrather organization - coordinate and supervise these businesses and I, personally, have the responsibility for planning the expansion of the oil enterprise.

MURROW: How much of your time do you spend in production of your films?

WRATHER: Well, not too much, Ed. I might say that happens to be sort of my pet. I started in production and actually it is sort of a pet hobby of mine, you might say. My organization thinks I spend about three times too much time there.

MURROW: Bonita, even with a home on each coast it must be difficult keeping up with Jack, isn't it?

GRANVILLE: Oh, no, it is not difficult, it's impossible. As a matter of fact I have learned to live in a suit case and love it.

MURROW: Jack, with your pre-war background in the oil fields, a rough-neck on drilling rigs, pipe line walker, a wild catter, how did you find your way into this jungle of films and television?

WRATHER: Well, Ed, like so many young men, when I came out of the war in 1946 I was ripe for a change and I had always been fascinated by the motion picture business. I

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moved to Hollywood to try my hand at it and while in production out there in some films I met the lovely young lady whom I married - my wife Bonnie - on a blind date, incidentally, and we were married and that's about it.

MURROW: Jack, sometime ago we asked you if you could arrange to have a picture made of the wall in your California home, the one that had the complete picture story of Bonita's movie career. Did you do it?

WRATHER: Yes, certainly I did, Ed. In fact that is the gallery where we have the stills from Bonnie's fifty-four movies and I have several of them in the lounge and I'll show them to you. I will let Bonnie do so.

GRANVILLE: Ed, I am always embarrassed by this because when I tell anyone that I have been in motion pictures twenty-six years, they look at me as if I must be ancient. As you can see from this picture here with William Farnum, I was only six years old when I started to work. The next one is from "These Three" and I was about eleven here, starring Merle Oberon and Miriam Hopkins.

MURROW: Yes.

GRANVILLE: And you may remember from the famous Broadway play, "The Children's Hour" I played a rather sinister, evil little brat.

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MURROW: I do indeed.

WRATHER: In fact for her performance, Ed, in that she was nominated for the Academy award.

MURROW: Yes.

GRANVILLE: The next one, oh, is our children's favorite. I played Nancy Drew, detective, in the "Nancy Drew series." It was a series of books for girls and all the girls still read them - the Nancy Drew stories. The next, "Hitler's Children" a kind of sensational picture during the war years. I was pretty well grown up here and the last, of course, you recognize Micky Rooney as Andy Hardy. I did several of the Andy Hardy pictures too.

MURROW: Yes.

GRANVILLE: That about does it.

MURROW: And which was your first picture?

GRANVILLE: My very first picture, Ed, was a picture called "Hollywood Kids." An interesting anecdote about that: In the picture I was six years old and my mother was a woman, a character actress, named Florence Lake.

MURROW: Yes.

GRANVILLE: Some twenty-five years later I was taking little Linda on the set also age six to do her first part in a film television show and who should be playing her

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WRATHER: A coincidence.

MURROW: Jack, I have been reading in the trade press where your organization has been buying up and developing film property. What about the future? What do you and your boys plan to develop, oh, say, five or ten years from now?

WRATHER: Ed, that is a long time in the distance and I really don't know the answer to that. I wish I did. I can say productionwise we are in the entertainment business and the key word is quality and we are just going to try to make the best entertainment film that we can.

MURROW: Are you interested only in the entertainment films or are you perhaps thinking of doing documentaries or even live television?

WRATHER: I think for the nonce we will leave the documentary to the experts such as yourself and as far as I was concerned I have no plans for that.

MURROW: Well, I know that you are now operating in England, aren't you?

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WRATHER: We are rather an international concern, Ed. In fact I suppose we are the first truly international concern. Our partners, an independent television corporation, are the associated television people in London, England and they are about the biggest television people outside of the United States and through them we participate in broadcasting, you might say, world-wide.

MURROW: Well, Bonita, Jack, thank you very much for letting us come. Will you say good night to Linda and Chris?

WRATHER: Sure will.

GRANVILLE: Yes.

MURROW: Thank you a lot.

GRANVILLE: Thanks very much, Ed.

MURROW: Somebody will be around to sign Linda up pretty soon I think.

GRANVILLE: I certainly hope so. I have always wanted her to play the piano.

MURROW: She was wonderful. Thank you again.

GRANVILLE: Good night.

WRATHER: Good night, Ed.

MURROW: In just a moment we will take you for a visit with Dr. and Mrs. Rusk and here again, speaking for Revlon is Barbara Britton.

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MURROW: Dr. Howard A. Rusk is known to many survivors of the Korean fighting as Dr. Live-Again - the name the Koreans affectionately gave him for his help in rehabilitating thousands who were handicapped in the course of that war. Dr. Rusk's efforts in the same field while serving with the United States Army Air Force in World War II have also not gone unnoticed. And, now, as a director of the Institute of Physical Medicine and Rehabilitation at the New York University Bellevue Center, Dr. Rusk, at the age of fifty-eight, is still devoting all of his time and energy to the many problems of health and welfare, not only in this country but throughout the world.

Dr. and Mrs. Rusk live in this house on a quiet street in Scarsdale, New York, a surburb some thirty miles North of Manhattan. Good evening, Dr. Rusk.

DR. RUSK: Good evening, Ed.

MURROW: We have been looking forward to this visit for a long time.

RUSK: So have we. It is nice to have you here in our house.

MURROW: It is a rather unusual occasion for you, isn't it? The luxury of spending a quiet evening at home?

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RUSK: It is wonderful to have an evening at home. It isn't too quiet but it is lots of fun.

MURROW: Dr. Rusk, of your many activities, which is occupying most of your time at the moment?

RUSK: Well, I have been in Washington this week, a good part of the time on the new health for peace program; a bill has been introduced into the Congress by Lister Hill. It would set up a new institute for international research that would be an all out attack on cancer and heart disease and the other scourges of mankind, joining hands with all nations, all over the world, in this war that we can all fight together on.

MURROW: Well, from time to time you have remarked that health and medicine constitute a common world language. Is this sort of an expansion of that idea?

RUSK: Yes, it always has been. Ehrlich [?] said it fifty years ago when he said, "Medicine has never known an international boundary." Our knowledge of microorganisms came from Holland, bacteriology from England, immunology with smallpox vaccination from England, Penicillin from England, sulfonamides from Germany, Cortizone from the United States, Insulin from Canada, and anesthesia from our own country and now after four hundred years of lying dormant, rawalfia from

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India, that is our best weapon against high blood pressure and certain types of mental disease; it is truly international.

MURROW: And I suppose, Howard, this international character is reflected in the Institute of Physical Rehabilitation right here in New York, isn't it?

RUSK: Well, I say we have a little United Nations. We are right down the street from them. We have trained more than three hundred doctors and we have seventy from thirty-two countries in training as of tonight. They like to leave us something at the Institute so we have set up an international doll collection. This young lady comes from Poland in her party dress.

MURROW: Yes.

RUSK: These two dolls came just last month from out of Hungary. I don't know how they got out - from the mother of one of our doctors. She is Siamese. We have a team of four in Thailand we trained and now have a center there and, of course, these three are from Korea which has a very soft spot in our hearts.

MURROW: I know it has. I imagine many of your patients also make a point of keeping in touch with you even after they are dismissed.

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MURROW: It certainly is. Dr. Rusk, I suppose your work has taken you to just about every country in the world, hasn't it?

RUSK: Yes, including the Soviet Union. We have been all over the world.

MURROW: What about your wife, does Mrs. Rusk do much traveling with you?

RUSK: Absolutely she has been every place except the Soviet Union.

MRS. RUSK: Good evening, Ed.

RUSK: Ed, this is my mother.

MURROW: Good evening, Mrs. Rusk.

RUSK: Who was eighty-seven last week.

MURROW: Good evening, Mrs. Rusk.

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MURROW: Good evening, Mrs. Rusk.

RUSK: Don't get up.

MURROW: Mrs. Rusk, you must be very proud of your son.

MRS. RUSK, SR: What?

MURROW: You must be very proud of your son, Mrs. Rusk.

MRS. RUSK, SR: I do love my son and I do feel happy that he has the kind of work that he wants because that was always what he wanted to do, just what he is doing now.

MURROW: And I am sure you must be equally proud of your grandchildren, aren't you?

MRS. RUSK, SR: Yes, I am proud of my grandchildren. I have four.

MRS. RUSK: Ed, we would like you to meet our children. I am sorry they couldn't be here tonight. This is Martha, who has Susie and Lucy and live in New York and that is John who lives in Philadelphia, goes to medical school.

MURROW: Yes.

MRS. RUSK: And Howard, Jr. and his Laura who live in New York and works for the Children's Village out here in Westchester.

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MURROW: Mrs. Rusk, of the many countries you

have visited with your husband, which did you find the most interesting?

MRS. RUSK: Well, they are all interesting, Ed, but I must say I loved Korea the most. You know that is our beach head half way across the world for all democracy and they say if you go once to Korea you never leave.

RUSK: We found that out. You have been three times and I have been four.

MURROW: Oh, yes, I think every one who has gone there feels the same way. Dr. Rusk, that mural behind you, did you bring that back from one of your Korean trips?

RUSK: Well, really it isn't a mural. It is a screen and it was a present that the President and Mrs. Rhee brought us when they were here in 1954.

Mother, I think you have been up long enough. You are far beyond your bedtime and you stayed up this late to see Mr. Murrow.

MURROW: Good night, Mrs. Rusk. Good night.

RUSK: This came, as I said, in 1954 and I can hear the President now saying, "Peace, Peace! I am sick of the word 'peace' - I want to hear more about justice. If you have justice then peace will come" and as he said it he blew on his fingers because as you remember he had the bamboo

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driven under them many times; that it has become a reflex with him.

Ed, this house is a strange old house. With the children it sort of expands, children and grandchildren and a lot of things from a lot of places. These are old apothecary jars that we have collected and these came from Mexico. She was from China and he is from Hong Kong and this Icon came out of Russia before the Communists came in and in this room here there is more Korea. This is a typical Korean painting, women washing in the stream with a special technique. It was given to Mrs. Rusk and to me by General G- .

MURROW: Oh, yes.

RUSK: Who is the Chief of Staff of the Korean Army but there are a lot of things here that just aren't Korea. Let's see, these lights came from an old, old church in North Missouri in the part of theworld that Mrs. Rusk and I came from and this candelabra was from our home in Saint Louis. We brought it so we would remember.

MURROW: You started your medical practice in Saint Louis, didn't you?

RUSK: That's right. I practiced there for some fifteen years before the war and then went to Jefferson Barracks and set up the first rehabilitation program in the

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Air Force. It started with one and ended with a program in 253 hospitals and twelve rehabilitation centers.

MURROW: You believe that psychology plays an important part in medicine, don't you?

RUSK: Fundamental. There is no use to teach somebody to walk if they have such an anxiety that they won't go outside the house. This has to be a total program to meet the total needs of people. Campanella, who is an old friend of yours---

MURROW: Yes.

RUSK: ---who has been on with you before is a good example.

MURROW: Is he what you would call a model patient, Howard?

RUSK: He was a magnificent patient because he had courage and he worked and although he has come back very little neurologically he can do so many things functionally. You know all of us have been disturbed about this recent problem of his, this attack of the heart as it was.

MURROW: Yes.

RUSK: But I will say this, that Campy is better able to meet and solve this problem now because he solved his own problem, than he ever was before. I think he epitomizes

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the fact that you can't disable ambition and courage.

MURROW: Mrs. Rusk, you must find a great deal of satisfaction in the work your husband is doing.

MRS. RUSK: I do, Ed. Rehabilitation is wonderful for individuals but it is wonderful for countries too. In Scarsdale this week we are starting something very exciting. We are having, or we are organizing the whole village, the scouts, the Junior League, the PTA, the Legion, we are going to have a celebration on the fourth of July which will be not only to make money but also to celebrate liberty and to do honor to Korea and we are going, we hope, to show what a village can do for a country.

MURROW: Well, I wish you much luck.

MRS. RUSK: Thank you.

MURROW: Dr. Rusk, I think it was Arnold Toynbee who once said, "The twentieth century will be chiefly remembered as an age in which we thought of the welfare of the whole human race." Do you agree?

RUSK: I agree and I like to feel that we in the United States and especially those of us working in this program epitomize that. We had a little blind boy at the Institute recently who summed it up so nicely - one of our main problems - when he said, "You know, I have heard so

the fact that you can't disable ambition and courage.

MURROW: Mrs. Rusk, you must find a great deal of satisfaction in the work your husband is doing.

MRS. RUSK: I do, Ed. Rehabilitation is wonderful for individuals but it is wonderful for countries too. In Scarsdale this week we are starting something very exciting. We are having, or we are organizing the whole village, the scouts, the Junior League, the PTA, the Legion, we are going to have a celebration on the fourth of July which will be not only to make money but also to celebrate liberty and to do honor to Korea and we are going, we hope, to show what a village can do for a country.

MURROW: Well, I wish you much luck.

MRS. RUSK: Thank you.

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much about integration. What is it all about? I have never seen color. What is color? I guess I am lucky I have never seen color because maybe it puts prejudices in your heart and I am better off." It is such a great privilege to work with disabled people because they have such a great, great depth of spirit and I believe what the old British philosopher said, some four hundred years ago. He said that "if every man would mend a man then all the world would be mended." I think when you mend men maybe you build one little brick in world understanding that hopefully may let us live together in peace one day.

MURROW: And you have contributed more to that mending than any man in this country and thank you very much for letting us come. Will you say good night to your mother for us.

RUSK: Thank you.

MURROW: Good night, Mrs. Rusk.

MRS. RUSK: Good night.

MURROW: Thank you, very much.

RUSK: Good night, Ed.

MURROW: I will be back in a moment to tell you about next week's guests, right after a word from Bob Wright speaking for Kent.

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There are some of the people who made tonight's program possible.

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CBS TELEVISION

PERSON TO PERSON with EDWARD R. MURROW

Guests: RUBE GOLDBERG and

SHIRLEY MacLAINE,

MARCH 6, 1959 -- 10:30 PM EST

MURROW: Good evening. I'm Ed Murrow. The name of the program is PERSON TO PERSON Tonight we'll be going to California for a visit with actress ShirleyMacLaine and her family. We'll also be dropping in on Pulitzer Prize winning Cartoonist Rube Goldberg and his wife here in New York.

We'll be ready to go after a word from Bob Wright for Kent.

[Commercial]

MURROW: Shirley MacLaine is frequently described as the imp with the lawn mower hair cut. Along with her unusual hair style she has an unusual amount of style which she has demonstrated on Broadway and in Hollywood and on television. She is equally good as a singer, dancer, commedienne and actress and is now a strong contender for the Academy award as the best actress of the year for her performance in "Some Came Running." Four years ago she was a seventy-five dollar a week dancerin the chorus of a Broadway musical. Shirley and her husband, Steve Parker, a television and motion picture producer, have been married five years and have a two year old daughter. This is their home in Royal Oaks, California, overlooking San Fernando Valley some five thousand miles from Japan where they also have a home and where Steve does much of his work. Evening, Shirley. Evening, Steve.

PARKER: Hi, Ed.

MacLaine: Good evening, Ed.

MURROW: Good evening, Shirley. I don't want to start a family argument, but where would you rather be at this moment, California or Japan?

PARKER: We love both of them, Ed, but it's pretty

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PARKER: Hi, Ed.

Maclaine: Good evening, Ed.

MURROW: Good evening, Shirley. I don't want to start a family argument, but where would you rather be at this moment, California or Japan?

PARKER: We love both of them, Ed, but it's pretty

hard to beat this California climate.

MURROW: Well, I imagine it takes a little juggling of your schedules so the two of you can be together. Shirley, how do you handle this problem?

MacLAINE: Well, at first it was a little difficult, Ed, but we worked it out and for the last year and a half we both love to travel so whenever I am off I take a quick jump for maybe three days to Japan or Honk Kong or where ever Steve is and he comes back whenever he can. We are not separated much. We spend quite a bit of time together considering all the traveling we do.

MURROW: When are you going back, Steve?

PARKER: I'm going back tomorrow, Ed. I am in the middle of a lot of pre-production work for a film I am going to do this winter or early next year.

MURROW: You must feel pretty proud about that Academy award nomination, don't you?

PARKER: I couldn't be prouder - wonderful.

MURROW: What about you, Shirley, a little bit nervous?

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picture like I have been doing in "Some Came Running" with Frank Sinatra and Bill L- (?) and also to think back I have been a dancer all my life, since I was two and a half years old, and when I came to Hollywood in films I had never danced, I had only acted, so this is such a nice combination to be known only for acting. I love it.

MURROW: Perhaps you are better off if you never took any formal instruction in acting, would you think?

MacLAINE: Well, I think maybe I am. I don't think that the method kind of schooling would be good for me. It just doesn't seem to work. I more or less keep my eyes and ears open and watch things that go on around me and then if I ever happen to use it in a scene I do.

MURROW: Well, with Steve away from home so much you must find the evenings long and sometimes lonely, don't you?

MacLAINE: Well, they are but most of our work, whenever he's gone, I've been awfully busy so that simultaneously the work occurred and by the time I got home from the studio every night working from six to six-thirty I was tired and only had time maybe to breath and listen to music or watch television or something. Steve brought me some encyclopedias for Christmas and I am up to the Y's now. I also love to

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read and study maps and find out where he is.

MURROW: Of course I suppose fixing up the new house will keep you busy too, won't it?

MacLaine: Oh, yes, Ed, that will be something. This, of course, is the first home we have ever owned so it is quite an experience and we don't have very much furniture. The furniture will be here Monday. There's none here now.

MURROW: Well, I am sure that Steve will find a few unusual things for you out in the Orient.

MacLAINE: Yes, he has. He has brought some back; a few of these pieces he brought back.

PARKER: You know, Ed, we used to have a real English style home and none of these Japanese things fit in it but now that Shirley decided to move in here I am real happy in this house. These things go really well with a modern home. Some of these things -- this is a Korean chest I brought back from Korea.

MURROW: Yes.

PARKER: And a Kabuki dancer here and this is real interesting. Every Japanese home that has a daughter has one of these because it is a dream for a daughter really. It is a symbol of a husband and family and the entire life

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she would want. This is the husband and the wife and children, the retainers in the family, the warriors that guard the home. Every Japanese girl would like to have this type of home. The boys, of course, they have a carp, the pride of the house, a fish which is a symbol of courage, of course, because the carp is so strong but we have a daughter so we have to have this.

MURROW: Shirley, I understand you are quite a bargain hunter. Is this so?

MacLAINE: Oh, gracious me, I'm afraid I am. ... I have been that way all my life and I love it. Sometimes I am pennywise and dollar foolish. I went into a place, oh, I suppose five or so years ago. I will never forget. I saw a beautiful gown I wanted. I just wanted the dress; I didn't want the belt that went with it.

MURROW: Yes.

MacLAINE: And that was one of the first t-dresses.

MURROW: Shirley, where is your daughter tonight, asleep?

MacLAINE: Sleepy?

MURROW: Yes.

MacLAINE: She is here. We worked out a schedule

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so that when we work we leave the house maybe at six in the morning and get home at six-thirty or seven at night and Stephanie, or Steppie, as we call her, she goes to bed a little late too. Here she is now. Hello, precious. Hello, sweetheart. Say hello to Mr. Murrow.

STEPPIE: Hello, Mr. Murrow.

MURROW: Hello, Steppie, how are you?

MacLAINE: Say, "I'm fine, Mr. Murrow."

STEPPIE: Fine, Mr. Murrow.

MURROW: How are you? Now question who she looks like.

MacLAINE: No.

MURROW: Stephanie, I saw some photographs of you and your mother recently in Life magazine making all sorts of funny faces. Shirley, do you think there is going to be another actress in the family?

MacLAINE: Well, I think maybe so.

PARKER: I think so.

MacLAINE: I think so. We go around most of the day making faces at each other. Can you do that, sweetheart. You remember what we did on the picture?

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MURROW: Yes.

MacLAINE: That's Daddy.

MURROW: That's Daddy. She'll recognize him. Shirley?

MacLAINE: Yes.

MURROW: You don't have to think back too far to your own childhood.

MacLAINE: There's not that much difference in our ages. That is why we get along so well. I can remember playing baseball with the fellows...

MURROW: What was your batting average?

MacLAINE: Batting average?

MURROW: Yes.

MacLAINE: 425 -425.

MURROW: You still play baseball?

MacLAINE: Oh, no, Ed, no. I gave that up when I was about fifteen. My batting average was good on baseball but not with the fellows so I gave up baseball.

MURROW: Did you have that---

MacLAINE: Excuse me a moment. I think maybe I better put her to bed.

MURROW: Before you go I wanted to know if you had that hairdo as a ballplayer?

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MacLAINE: No, I got it when I was about, well, I suppose I was about, maybe, sixteen in a Broadway show and it was long; I used to have long red hair. Steve used to always tease me and whenever I did a Pierrot, a turn on the stage, the audience's eyes were all going to me instead of the star and I was just a chorus dancer, so the producer took me in between the first and second act one night, downstairs, and said, "Young lady, you cut your hair or otherwise you are out of this show," so I dunked it in the sink and of course my hair was all wet and I didn't have time to curl it, and I didn't have too much time and so my head is kind of pointed anyway and it came up like this and I got fired anyway.

MURROW: Steve, I meant to ask you this before. Why do you do so much of your work in Japan instead of here?

PARKER: Well, Ed, I have a firm belief that much of the future of the world lies in Asia and with the world getting so small with jet travel and modern age and jet travel upon us it will only be a matter of one or two more years before going to Tokyo is as simple as traveling from

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Los Angeles to New York and it's going to take a lot of understanding between peoples and I don't think there is any better medium than the visual medium of motion pictures and television to teach people to understand each other and I would like to be a part of that when it happens.

MURROW: What's the reaction to the Orient to the movies Hollywood is turning out these days, Steve.

PARKER: Well, in the Orient, they are very influenced; the people are very influenced by American films and whatever they see they take for granted as being a part of American life and I think here that more time should be given to the content of films that we export abroad because it does affect these people tremendously and we should show them the honest side of it instead of the crime and etcetera. It has a tremendous effect on them.

MURROW: Shirley, very few people in show business have come along as fast and successfuly as you have. What would you say was the big turning point?

MacLAINE: Well, frankly, I did work awfully hard from the time I was two. The turning point came, a break, when I was in a show called "Pajama Game."

MURROW: Yes.

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MURROW: Yes.

MacLAINE: I was a chorus dancer and had a few lines to sing because I sang loud, that was all, and the star of the show, the hit of the show, was a woman named Carol Haney.

MURROW: Yes,

MacLAINE: A wonderful girl and she broke her ankle the very night of the show and I, as her understudy, went on and then I was signed by Mr. Hitchcock and Mr. Wallace and I came to Hollywood and the same thing happened in television. Betty Grable broke her leg before a big show and naturally they called me and so I did.it. I suppose that some day something will happen to me and maybe my understudy will go on and I hope she is as lucky as I was.

PARKER: We have someone waiting for you right now.

MacLAINE: That's so.

MURROW: Shirley, you are frequently described in print as one of Hollywood's more rugged individuals. Are you?

MacLAINE: Well, Ed, I really like to be myself. I have no time to do anything else. I enjoy it and I hope I don't hurt anyone's feelings by sometimes being frank and too honest and speaking my mind but that is the way I am. If

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that means I am a rugged individualist then I am.

MURROW: And your marriage seems to have worked out very well too, despite the long separation because of Steve's work in Japan.

MacLAINE: It has, Ed. It certainly has. We feel and I feel very strongly that what Steve is doing is tremendously important. It is vital to not only the film industry or the television industry like the Japanese show that we did but it is important to the people on both sides of the world because he is really acting as more or less an intermediary between the two cultures. He understands them and portrays them authentically and I think they appreciate that and have more of a co-production feeling - if we could all get together. This is something both Steve and I feel is bigger than us.

MURROW: Well, much luck to both of you.

MacLAINE: Thank you.

MURROW: Thank you, Shirley, for letting us come. Good night, Steve.

PARKER: Goodnight.

MacLAINE: Good night.

MURROW: Have a very safe trip back to Japan and Shirley, good luck on the Academy award.

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MacLAINE: Thank you very much.

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MURROW: Rube Goldberg is called The Dean of American Cartoonists. His formal art training, as he tells it, started when he was twelve years old. His instructor was a neighborhood sign painter in his native San Francisco. The lessons ended after eighteen months because the sign painter fell off a scaffold and broke his arm. Rube Goldberg who is now seventy-five years old took leave of art and studied mining engineering at the University of California, even spent, I think it was sixteen months, designing sewers for San Francisco but soon he was back at the drawing board, starting a career that has taken him through the comic pages, on to the editorial pages, and a Pulitzer prize in 1948. Right now Rube's editorial cartoons appear in the New York Journal American and newspapers all across the country through the King Features Syndicate.

Rube Goldberg and his wife have been living in that apartment in New York City for some twenty years. Their two grown sons visit here frequently. For those who are not acquainted with Rube Goldberg's inventions we offer this very simple method of watering a flower in your button hole.

Good evening, Mrs. Goldberg.

MRS. GOLDBERG: Good evening, Mr. Murrow.

MURROW: Good evening, Rube.

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MRS. GOLDBERG: Good evening, Mr. Murrow.

MURROW: Good evening, Rube.

MR. GOLDBERG: Good evening, Ed.

MURROW: Rube, invented anything lately?

GOLDBERG: Well, I am working on a couple of very very important inventions, one, a music turner, so you don't have to take your hands off the keys and another is a money feeler, so when you put your hand in your pocket you know when you are grabbing a five or one.

MURROW: How are they coming on?

GOLDBERG: They are coming on pretty well. I am about in the third stage - about like that rocket up there.

MURROW: Rube, just how would you define a Rube Goldberg invention?

GOLDBERG: Well, I have been called the father of automation. It's one thing after another. I mean, well, that is really the thing and it is an illogical bunch of things which are put in a logical sequence, like if you take a midget and a half cantaloupe and bicycle pump and a lot of things and finally it comes out a small piece of candy with a hole in it, that's my type of invention.

MURROW: Rube, have any learned technical societies recognized your contributions?

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MURROW: Mrs. Goldberg, with Rube spending so many years telling millions of us how to get things done, he must be a perfect handy-man around the house.

MRS. GOLDBERG: We have been married forty-two years, Mr. Murrow, and he hasn't invented anything useful as yet, like either fixing a bar or electric switch, but it seems to me I remember one thing he once had a little statue--a little kitty, and the head broke off. You remember?

GOLDBERG: Yes, but I got the head on.

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GOLDBERG: No.

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MURROW: Rube, you switched to editorial cartoons about twenty years ago I think, wasn't it?

GOLDBERG: Yes.

MURROW: Well, what made you break away from comic cartoons?

GOLDBERG: Well, times have changed, Ed, and the story type of cartoon, the serial type of cartoon, was becoming very popular and my work was a little bit out of date and I was a little tired of doing it and, in fact, I was due for a change and so I was really up a tree for a while until The Sun -- the Editor of The Sun -- called up and asked me if I would like to do editorial cartoons and that was quite a shock because I had never figured myself that high so I came home and I asked Erma shall I do it and she said, "you go ahead and do it," so the next thing I called up and said, "Listen, Ed, I'll do this if you don't tell anybody about it; let me sneak in so if I flop I will sneak out and nobody will know the difference," so I am still in it about twenty years. That was about twenty years ago.

MURROW: Mrs. Goldberg, do either of your sons do Rube's type of work?

MRS. GOLDBERG: No, but they are both different sort of creators. George is a TV and screen writer. He lives out in Hollywood and Tom is an artist and he lives up

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in Rockland County.

GOLDBERG: The boys have changed their names. They have taken the names of Thomas George and George Gouvernor George but they didn't want to trade on my reputation. They got tired of everybody saying, "he is another little Rube," or something. Now you go ahead.

MRS. GOLDBERG: Here is a picture that Tom painted many years ago. It is a copy of a very famous painting. It is now in the B- Gallery in New York and here is one of his recent pictures. It's called "Sea Song." It is very beautiful and has many lovely little colors, pastel colors. I wish you could see it, Mr. Murrow.

MURROW: So do I.

MRS. GOLDBERG: I think you would enjoy it.

MURROW: I would like to see it in color.

Rube, when you were a youngster in San Francisco in the 1890's, did your father encourage you to do cartoons?

GOLDBERG: My father encouraged me to draw; in fact he was very proud and he wanted me to study mining engineering because a lot of his friend were in that line and he thought if I were in an art I would have to associate with newspaper men which would be a dreadful thing.

MURROW: Mrs. Goldberg, you must have some of

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MURROW: Mrs. Goldberg, you must have some of

Rube's earlier creations in your apartment, haven't you?

MRS. GOLDBERG: We have quite a few but they are not in this room.

GOLDBERG: I will go inside, Ed. This is the slumming department where we don't have our best friends. I will show you a few of the things we have here. Now, this, Ed, is a chandelier that I did, oh, about twenty-five years ago with some of my characters on there; the one in the center is Boob McNutt which is an old figure, and Mike and Ike, they look alike, and a few of the others and I treasure that very highly because it is a nice souvenir of my other career.

MURROW: How about the hundreds and thousands of cartoons that have come off your drawing board. Could we see a few of them?

GOLDBERG: Well, I would like to show you some, Ed, but I have them down in my studio but I have a reproduction here of a Pulitzer prize cartoon that I did about eight years ago. This is in a text book of the famous artist school up in Westport where I am one of the professors. This cartoon won the Pulitzer prize in 1948 and I think it is just as fresh - the idea is just as fresh today.

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MURROW: Any other Goldberg awards in your study, Rube?

GOLDBERG: Well, now, here is one, that is one of my favorites. This is called The Ruben. This is the equivalent of the moving picture award which is the Oscar and this is voted upon by the cartoonists -- National Cartoonist Society -- for the most outstanding cartoonist of the year. I never won it myself but I designed it and it is called The Ruben. It is an acrobatic type as you see, all these men holding up a little bottle of ink. It is the acrobatic type of cartoon which I like very much.

MURROW: It is a very nice piece of sculpture.

GOLDBERG: Well, I hope I can take up sculpture some day. I will put it over here.

MURROW: Rube, will you agree that The Ruben is typical of your cartoon humor?

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MURROW: So do I. I agree, but Rube, aside, from the humor you occasionally work into your editorial cartoons, you are now primarily concerned with the big issues of our times, aren't you?

GOLDBERG: Yes, I am, Ed, but one of the big issues which I am working on now is how to remove the cotton from a bottle of asprin. I have a little book coming out in about two weeks but I don't have the book here. I have a few of the drawings which I can show you. I don't want to show the whole thing because it will tip you off. It starts with some moths eating up a cashmere coat. It might be a Vicuna and that releases this plunge which starts a terrific explosion. We have a number two with a football going through an art gallery where there is a combination of sculpture and then here is a wine making machine which is part of the invention and I hope that we can in a couple of

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MURROW: You are a very modest author. You didn't tell us the title, Rube. Oh yes, I can't read it from there.

GOLDBERG: The title is "How to Remove the Cotton from a Bottle of Asprin."

MURROW: Sorry I missed it.

GOLDBERG: Yes, that's it.

MURROW: Rube, how do you explain the fact that there is less humor abroad in the land today than, oh, say, fifty years ago?

GOLDBERG: I say I think because the opportunities are not as great. I think the tempos of the times are not as great. I think the men like Irving Cobb and Ring Lardner wouldn't be as great today as they were in their time because the tempo and opportunity isn't quite as good.

MURROW: Mrs. Goldberg, do you by any chance draw or paint?

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MURROW: And the critic.

MRS. GOLDBERG: And the critic.

GOLDBERG: She does pretty well. She is a real critic, and sometimes we don't like it but we always find out she is right.

MRS. GOLDBERG: I think I am a poor critic but I am severe at times.

MURROW: Rube, do you still find it fun sitting down at your drawing board or is it sometimes a difficult chore?

GOLDBERG: Well, it is fun all right. I think it is fun but in the end it is very rewarding and I like to say a word right here about the fact that nobody asks an artist or a writer to draw. Nobody makes you do it. You must have a little motor inside of you. You have to be self propelled and I believe that the desire and the energy and the industry is about seventy-five per cent and the talent is about twenty-five per cent.

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MURROW: Well, Rube, don't change. Thank you very much. Thank you, Mrs. Goldberg.

GOLDBERG: Thank you.

MURROW: It has been very pleasant.

GOLDBERG: We enjoyed it.

MURROW: Good night.

MRS. GOLDBERG: Good night.

MURROW: We will be back in a moment to tell you about next week's guests right after a word by Revlon.

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(Commercial)

MURROW: Budd Schulberg started writing poetry when he was about 10 years old. At 15 he had completed five chapters of a novel. As he describes it, those chapters were, fortunately, lost to posterity. But since then Budd Schulberg has written a number of books, plays, movies and magazine articles. He's a native of New York; was raised in Hollywood, where his father, B.P. Schulberg, was once head of Paramount Studios.

Budd started writing for pictures soon after he graduated from Dartmouth. His first big literary success was the novel, "What Makes Sammy Run". He also wrote "The Harder They Fall", "A Face in The Cloud", "On The Waterfront", and "The Disenchanted", which is now a play on Broadway.

Budd and Vickie Schulberg and their two sons now live in this house in Princeton, New Jersey. It is also the scene of Budd's current literary effort.

Evening, Vickie.

MRS. SCHULBERG: Good evening, Mr. Murrow.

MURROW: Good evening, Budd.

MR. SCHULBERG: Hello, Ed.

MURROW: Are you snowed in at Princeton?

MR. SCHULBERG: Well, not really. I wish we could

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say it, it would be much more dramatic, but, really, there are some ways out. We had a little snow, though.

MURROW: Budd, it must be very good to be able to just walk a few steps to your place of business. Have you got anything cooking on the typewriter?

MR. SCHULBERG: Well, if it's cooking, I don't hear the smoke, Ed. I've been taking it a little bit easy since we got the play on.

MURROW: Must be good to have a chance to unwind a little. Vickie, I gather that Budd is now relaxing between his self-assigned tasks. Does he relax easily?

MRS. SCHULBERG: Well, Mr. Murrow, this is the illusion he lives with. It doesn't really exist. He thinks he is, but he no sooner finished launching "Disenchanted" when off he went to Cuba in the culmination of a revolution, and that's the way he does -- always to involve himself very deeply in all kinds of projects.

MURROW: Just likes the quiet, contemplative life, eh?

MRS. SCHULBERG: Yes.

MURROW: Tell me, do your two boys share Budd's interests and enthusiasms?

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MURROW: Budd, I'm sure that much of your interest in writing must have stemmed from the atmosphere of your home when your father was a movie producer. Right?

MR. SCHULBERG: Well, as it turned out, it did, Ed. I think my father was rather what might be called an "off-horse". He was a movie producer, and I think a very good one, and people have some sort of sterotype in their minds, I find, about movie producers. They think of them as illiterate, noisy, saying, "You do this and not this."

MURROW: Yes?

MR. SCHULBERG: But, actually, my father was a writer. He had been a newspaperman and was very interested in the printed word. He was a fair -- well, I say fair -- writer himself, and very often on a Sunday -- this sounds like three centuries ago because history moves so fast -- he would read to us out loud, and he would read Conrad, Dogwood and Melville, and so we did get some feeling about writing, I think, from my father, and also from my mother. They were both interested in his writing, even though we were living plunk in the middle of old-time Hollywood.

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MURROW: There must have been a number of guests in the home, too.

MR. SCHULBERG: Well, Ed, of course there were some. Some of them were, you know, sort of dragged in. There were some very fine writers that came into our house, playwrights and novelists, who wrote to make enough money out of this low craft of movies to get back to something that they really started to do.

MURROW: Mrs. Schulberg, do you write, too, or are you partial to your sons' interests in science?

MRS. SCHULBERG: No, I neither write, Mr. Murrow, nor am I partial to my sons' interests in science. I'm like a great, I guess vassal, in which I'm fascinated by all the things they do and very much---

MURROW: There they are.

MRS. SCHULBERG: May I introduce my sons? This is Steven, Mr. Murrow, and this is David.

STEVEN: Good evening, Mr. Murrow.

MURROW: Hi, Steven.

DAVID: Good evening, Mr. Murrow.

MURROW: David, how are you?

MRS. SCHULBERG: They just barged in.

MURROW: What are you fellows up to?

MURROW: There must have been a number of guests in the home, too.

MR. SCHULBERG: Well, Ed, of course there were some. Some of them were, you know, sort of dragged in. There were some very fine writers that came into our house, playwrights and novelists, who wrote to make enough money out of this low craft of movies to get back to something that they really started to do.

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DAVID: We're going to the kitchen to make ourselves some snacks.

MR. SCHULBERG: It sounds familiar.

MURROW: It does, indeed.

MR. SCHULBERG: This is Steven and David.

MURROW: Right.

MRS. SCHULBERG: They'll say good night then and make their snacks.

BOYS: Good night.

MURROW: Good night, fellows. This is certainly a home of varied interests. Budd, I've read many of your boxing stories. How did you become a fight fan?

MR. SCHULBERG: Well, I was sort of led to it very early. In those days in Hollywood, the Hollywood Legion Stadium on Friday night was the event. It was the social athletic event of the week, and my father was a fight fan, and so I just sort of went along with him. I was about 12 and I followed fights from about that time on. I got interested in our California fighters. I still sort of rise with pride to think of, you know, Jackie Gills, Rusty Callahan---

MURROW: Yes?

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MRS. SCHULBERG: Mr. Murrow, may I interrupt? Budd has quite a collection of fight prints. He only has a few of them here, but perhaps you'd like to back in the study and see the few---

MURROW: Good.

MRS. SCHULBERG: ---and perhaps your audience might even enjoy them.

MURROW: Let's do that. Can we go, Budd?

MR. SCHULBERG: All right, fine.

MURROW: Budd, what do you think of boxers and boxing today?

MR. SCHULBERG: Well, Ed, you know, I start off sounding like a great fan. I think I am a fan, but I'm also ambivalent about boxing. I tried to write something about it. I don't think ever too well, but I think that there are many things wrong with it as well as right, and it's often bothered me that there's so much corruption in the sport of boxing, and that there has been in the past, control by racketeers, and there's been control through monopolies, and even lately I think television has hurt boxing in many ways too.

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MURROW: You mean bringing on young boys too fast? That sort of thing?

MR. SCHULBERG: Yes, I do, because now there's only one fight -- there's just this one fight a week that everybody watches, and a fighter will be a main eventer after 12 or 14 or 16 fights, when in the old days it would be 40 or 50, and they were much more experienced then than they are now. I think it's all part of a sort of a high pressure system that's working on boxing as it works on many other things. At the same time, as I say, I both love it and hate it. When I love it, I want to say that I love it, and when I hate it, I have tried to point out as best I could, where I think it's wrong, and often, in the past, I think it has been in the last 20 years, I think. There were many things wrong with it.

MURROW: Budd, if I may lead you to another form of combat, I would guess that your most memorable achievement to date was the book and the movie, "On The Waterfront". Do you agree?

MR. SCHULBERG: Well, I truly don't think of it in quite that way. I don't think you or I, or anyone, sits down and thinks what is my most memorable experience? It was very gratifying to move toward a subject that you were really devoted to, and to believe in it, and then to find that other people

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also were responsive to it, and I'll make no bones about the fact that I was very that the picture "On The Waterfront" did as well as it did, and that people saw that picture, and that it went over as it was, and I was very pleased with that. It's because I think I said something about our country. The fact that we can touch on a subject, if we fight hard enough, and say something, and that the people will be there. I was pleased with that.

MURROW: Were you a little disappointed with the net result so far as the waterfront is concerned?

MR. SCHULBERG: Ed, in some ways I was, yes. I had hoped -- I think we should always hope too much. You know, I don't think it's a bad thing to hope too much. I had hoped that the picture would do a little more than it did to effect the waterfront, and I feel that the waterfront is not as improved or as changed as I would like to see it. Many of the conditions that we show in that picture, and in the book that I did, are still prevailing. There have been improvements, and I think the fact that you keep pressure on a subject has improved the waterfront, but still, and I hate to mention names, but sometimes in this life I think you have to mention names, and the ? are still on the West Side, and I know there's a very dangerous man called Accolitis.

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He's still down there on Pier 32, and the piers down below, and until that situation is completely cleared up, I wouldn't feel that -- I would hate to say that our picture solved it. It didn't.

MURROW: It's never a mistake to hope too much. What a wonderful phrase. Mrs. Schulberg, this must be the room where Budd labors. Right?

MRS. SCHULBERG: Yes, that is true, Mr. Murrow.

MURROW: How close do you get to him when he's in production?

MRS. SCHULBERG: Well, as close as he wishes us to. In other words, it's a respect for privacy. When he wishes us to participate, sometimes he practically throws a manuscript in our lap and says, "Read it." You know? He wants editorial comment and attention, but otherwise we leave him alone to do it really in the way he would like to do it.

MURROW: Budd, at this stage in your career, what do you consider the best training ground for aspiring young writers?

MR. SCHULBERG: Well, Ed, I wish I could say that I have found one. I don't think that there is one. Some people have come out of newspaper work, like Ernest Hemingway, who was a writer of newspaper articles once, and John O'Hara

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was, and you might say, well, of course, that's it, but I don't think there's any one way. I think it's mostly just living and looking and watching and trying to tell the truth as best you can. I wish I could tell you, or all writers in general, or myself, that there is a training ground. I don't think that there is.

MURROW: Just a case of writing and searching for the turth. It's as simple and difficult as that. Is that right, Budd?

MR. SCHULBERG: Well, I'm a great believer in this, Ed: that if you try hard to try what you want to write, that very often people will be with you. In other words, I believe in trying to do what you want to do, and in many cases the people will be there, and sometimes they're not there, and as you know, I was disappointed that we didn't have as large an audience for that picture, but I think you just have to keep on trying along the line that you begin with.

MURROW: I suppose that's the secret to most things, isn't it? Thank you very much, Budd. Good night, Mrs. Schulberg. Thank you very much, and will you say good night to the boys, please?

MRS. SCHULBERG: Yes, we will, and good night, Mr. Murrow.

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MURROW: Good night. Thank you very much.

MRS. SCHULBERG: Thank you.

MURROW: In just a moment we'll take you for a visit with Sarah Gibson Blanding right after a word from Revlon.

(Commercial)

MURROW: Sarah Gibson Blanding, long recognized as one of the country's outstanding educators, is the first woman president in the 98-year history of Vassar College. Miss Blanding, whose ancestors fought against the British in the American Revolution, was born in Lexington, Kentucky; taught physical education for a time at the University of Kentucky, and at the ripe old age of 23, had already become dean of women there. Eventually she moved on to join the faculty of Cornell University, and in 1946 was installed as president of Vassar, the post she has held for the past 13 years.

Sarah Gibson Blanding and her sister live in this 65-year-old house, the official president's residence, on the Vassar campus in Poughkeepsie, New York.

Good evening, Miss Blanding.

MISS BLANDING: Good evening, Mr. Murrow. I'm terribly glad that you remembered to say that I was the first

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MISS BLANDING: Good evening, Mr. Murrow. I'm terribly glad that you remembered to say that I was the first

woman president of Vassar. Not long ago I was introduced as the first president of Vassar, and this is a little hard to take.

MURROW: Well, Miss Blanding, living right on the campus as you do, it must go a long way toward keeping you young at heart.

MISS BLANDING: One couldn't live among 1400 beautiful and brainy girls without being young, Mr. Murrow.

MURROW: Miss Blanding, are there any problems in running a woman's college that, oh, say, wouldn't exist in a co-educational school?

MISS BLANDING: Well, interestingly enough, I thought when I got to be the president of a woman's college, that my football troubles were over for the rest of my life, but there were a hundred G.I.'s going to college at Vassar when I came, and my first major crisis was a football crisis when the Skidmore G.I.'s challenged the Vassar G.I.'s to a football game.

MURROW: Who won? Do you remember?

MISS BLANDING: I put my foot firmly down on it.

MURROW: Did you?

MISS BLANDING: I certainly did.

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MURROW: Miss Blandting, you've been an educator

for almost 40 years. Have young people changed much during that time?

MISS BLANDING: I don't think they've changed fundamentally, Mr. Murrow. Of course, the world has changed. We're living in an age of anxiety, and I think that young people are reflecting this anxiety. They certainly are marrying much younger, and having large and many children. Well, perhaps not large children, but many children. This means that when they get to be 30, 35, 40, their children will be in school, and we are rather interested that the pattern of women's lives may be changing. We think it's important, for example, for women to have something to do of a professional sort when their children have grown.

MURROW: What about the attitudes over just the past few years? Much change there?

MISS BLANDING: Well, I think this generation is probably more conformist than certainly the generation of the 30's were.

MURROW: Fewer inclined to revolt. Is that right?

MISS BLANDING: Yes, I think so.

MURROW: With the many problems of running a women's college, I imagine yours is pretty much a round-the-clock job, isn't it?

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MISS BLANDING: Yes, indeed, it is. You know, I'd never be able to run this job, the job itself, and run this house, if it were not for my sister. My sister not only runs the house, but she's a bird watcher; she's a mountain climber; she's a great person for family. Come on in, Ellen, over here, and be introduced to Mr. Murrow. This is my sister, Ellen, Mr. Murrow.

MURROW: Good evening, Miss Ellen.

MISS ELLEN: How do you do, Mr. Murrow.

MURROW: In running the Blanding household, are you ever called on to serve any of the traditional southern dishes?

MISS ELLEN: Well, Sarah and I serve the southern dishes more frequently when we are alone when the girls are out on Thursday. Then---

MISS BLANDING: Don't forget that I like old ham. You don't give it to me very often.

MISS ELLEN: Well, she also likes hominy grits and country sausage with a lot of red hot pepper in it and hush puppies, and soda bread.

MURROW: So do I. May I come some Thursday?

MISS ELLEN: Do. We'd be delighted to have you.

MURROW: Thank you. It's obvious that you both still

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MURROW: Thank you. It's obvious that you both still

have a sentimental attachment toward your childhood days in the South.

MISS ELLEN: We surely do.

MISS BLANDING: Our grandfather was a lieutenant general on General Lee's staff. You might be interested in this certificate. It's a certificate of the Society of Cincinnati. My great-great grandfather, I think he was, was a charter member. It was an organziation of which the officers of the Revolution belonged. The interesting thing about it, however, is that it's signed by George Washington. You won't be able to see the signature because it's getting very dim and brown now, but it's an interesting document.

MURROW: It is, indeed. Miss Blanding, as a youngster did you have your sights set on a teaching career, or did you think you might perhaps do something else?

MISS BLANDING: I rather wanted to be a doctor, but we were very poor and so I had to go into teaching, You know, teachers' salaries in those days were very small, and so in the depression I even raised a crop of tobacco to get a little money. It was a beautiful crop, though. Goodness, people came from all around to see it, and I was determined to see it sold, and so I went in with the boy who had raised it.

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MURROW: Yes?

MISS BLANDING: He went over for lunch and I saw this man walking up and down the breaks. I thought he was admiring the crop of tobacco. But his curiosity got the better of him, and he finally stuck his head in the cab door and said, "Lady, is your husband dead?"

MURROW: And now you're probably working as hard as you ever did in those earlier days.

MISS BLANDING: Yes, we work very hard all day long, and then, of course, we do a good deal of entertaining in this house. It's a simple house. We have a lot of groups of students come over. They sit all over the floor. This is the room in which we do more formal entertaining. I can assure you we don't serve hominy grits and sausage in this room.

This is a rather interesting silver bowl, Mr. Murrow. You know, we've always had many foreign students at Vassar. This bowl was given to one of our Japanese students who was here in the late 1890's. It was given to her because she had done such wonderful work in the Russo-Japanese War. She, in turn, gave it to Vassar. It's a very beautiful bowl, I think.

MURROW: It is, indeed. Miss Ellen, there must be many things around the house that former students have sent.

MISS ELLEN: Yes, there are; both students and

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MURROW: It is, indeed. Miss Allen, there must be many things around the house that former students have sent.

MISS ALLEN: Yes, there are; both students and

alumnae. They have been very generous in giving us beautiful china, glassware, silver, furniture, rugs. One of our prized things is a beautiful Copenhagen lamp that has come from an alumna. They're very generous with us.

MURROW: Well, Miss Blanding, you're liable to run out of storage space after a while, aren't you?

MISS BLANDING: Not in this house. It's a very large house. I think if you'll excuse me, Ellen, I'll go and show them a few of the other rooms in the house.

This, as you've seen, is the living room. This is the hall. The house was built, you know, in the Victorian period, and it was very dark and ugly, but we've introduced a lot of color into it. Of course, students like color. This is the library in which we have about a third of our volumes.

This is a very prized possessinn of Vassar. It is from Matthew Vassar -- Matthew Vassar being the family, as you know.

MURROW: Yes.

MISS BLANDING: Matthew Vassar's own beer stein. There was time that we didn't mention the fact that Matthew Vassar was a brewer. It has on it a picture of the brewery, and on the other side a picture of Spring Side, his residence. It's about 110 years old, I should say.

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MURROW: Well, Miss Blandding, you're liable to run out of storage space after a while, aren't you?

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This, as you've seen, is the living room. This is the hall. The house was built, you know, in the Victorian period, and it was very dark and ugly, but we've introduced a lot of color into it. Of course, students like color. This is the library in which we have about a third of our volumes.

This is a very prized possession of Vassar. It is from Matthew Vassar -- Matthew Vassar being the family, as you know.

MURROW: Yes.

MISS BLANDDING: Matthew Vassar's own beer stein. There was time that we didn't mention the fact that Matthew Vassar was a brewer. It has on it a picture of the brewery, and on the other side a picture of Spring Side, his residence. It's about 110 years old, I should say.

MURROW: Well, Miss Blanding, since the time of Matthew Vassar, the college has had a long and distinguished history. Has the educational system at Vassar changed much over the years?

MISS BLANDING: No, I think not. Of course, we've introduced new subjects like child study, but, essentially, the college has been a liberal arts college from its very beginning. Our students are taught to go back to sources. We use few textbooks. We give them a broad, general education, and then as they progress, they go into more depth of study.

MURROW: Well, the house you live in contains many memories of Vassar. I suppose it also reflects something of the Blanding family, too, doesn't it?

MISS BLANDING: Well, this is a rather interesting thing. This is a portable desk that belonged to my great-grandfather, who was chief justice of Pennsylvania from 1818 to 1853. He carried it around with him on his cases.

MURROW: Well, Miss Blanding, I suppose like most educators these days, I suppose you're concerned about the state of American education in general.

MISS BLANDING: Oh, yes. I think, Mr. Murrow, everybody is concerned about the state of education. Certainly all educators are.

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MURROW: Well, as you see it, where is our greatest weakness?

MISS BLANDING: I think I agree with Mr. Conant that we need to improve our secondary school system very greatly. We find that students come to college without sufficient mathematics; not knowing as much as they ought to know about English. Of course, we like them to have a good foreign language, and I think we need very much to think in terms of the improvement of our secondary education along with the improvement of our college education.

MURROW: If the secondary education is improved, that, in turn, would improve higher education. Is that right?

MISS BLANDING: I am sure it would.

MURROW: We often hear the term "liberal arts". What does that mean in the Vassar tradition?

MISS BLANDING: Well, liberal arts means training both in breadth and in depth. It means training not for a particular vocation, and I think women's colleges have been more successful than perhaps men's colleges because men's colleges so often have been high-pressured into teaching subjects with a professional content, or with a professional orientation. By and large, women's colleges have stuck to the general education. We, for example, here at Vassar, require

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our students to have something in each of the four great areas: the arts, the sciences, the social sciences, the foreign language. Then we have one more qualification which we call historical development because we believe that every age builds on the other age, and that students should have a long view of things.

MURROW: Well, Miss Blanding, as a former physical education teacher, you must think pretty highly of sports. Is that right?

MISS BLANDING: Oh, yes, indeed. I'm a great swimmer. Well, I'm frequently charged with going in while the ice is still on the lake and being the last one to come out in the fall.

MURROW: What's the real key to improving education in this country today?

MISS BLANDING: I think the real key is to raise the level of expectancy. I'm just as sure as anything that as we expect young people to do better work, they will do the better work.

MURROW: As Budd Schulberg said, it is never a mistake to hope for too much.

MISS BLANDING: That's certainly true.

MURROW: Thank you very much, indeed, Miss Bland-

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MURROW: Thank you very much, indeed, Miss Bland-

ing, for letting us come and visit you tonight, and will you say good night to Miss Ellen for us?

MISS BLANDING: I certainly shall, and thank you very much, Mr. Murrow.

MURROW: Thank you very much. Good night.

I'll be back in a moment to tell you about next week's guests right after a word from Bob Wright speaking for Kent.

(Commercial)

MURROW: Next week we'll make our first live television visit to South Carolina when we call on former Secretary of State, James F. Byrnes and his wife in Columbia. Mr. Byrnes, now in retirement, at the age of 79, has probably held more varied positions in government than any public figure in our time.

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MURROW: James F. Byrnes has held more high offices in the government of this country than anybody since the time of Thomas Jefferson. Starting as a court stenographer in his native South Carolina, James Byrnes became a congressman and a senator, was appointed to the Supreme Court by President Roosevelt, and Secretary of State by President Truman. And during World War II he was Economic Stabilizer, Director of War Mobilization, and Assistant President.

When he left Washington he entered his public life thus far as Governor of South Carolina. Governor Byrnes is now seventy-nine. Recently he looked back at almost a half century of public service in a most informative book called "All In One Lifetime."

Governor and Mrs. Byrnes now live in Columbia, South Carolina. Their white brick home is set in the midst of flourishing spruce trees, oak, dogwood, wisteria and, of course, magnolia.

Good evening, Mrs. Byrnes.

MRS. BYRNES: How do you do, Mr. Murrow.

MURROW: Good evening, Governor.

BYRNES: Good evening, Mr. Murrow.

MURROW: Tell me, who is in charge of the floral display that surrounds your home?

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BYRNES: I promptly answer Mrs. Byrnes.

MURROW: Mrs. Byrnes, have you completely adjusted yourself to the quiet life of a private citizen after all of your years in Washington and the Governor's mansion in Columbia?

MRS. BYRNES: Oh, yes, Mr. Murrow. I'm very happy to be in my own home and to have my own garden, because after fifty--almost fifty--years of traveling around and living in hotels and apartments it's awfully nice to be settled down. And I enjoy working in my garden always.

MURROW: Mrs. Byrnes, what is your gardening specialty?

MRS. BYRNES: Well, I've got camellias. As you see, we have lots of them all around. And besides camellias we do have azaleas and all the spring bulbs, and we have azaleas, and then the dogwood trees will be in bloom very soon. And my garden, as well as all over Columbia: the city is one big garden. It's perfectly beautiful. You should be there to see it.

MURROW: I wish I were there. Governor, now that you're no longer actively concerned with affairs of state, you must have at least a little free time for other interests.

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As a matter of fact, I---all my life I've been interested in fishing. I wanted to own a boat. A few weeks ago I got hold of one and I look forward to some very fancy fishing this summer. And then I have another interest in the way of recreation. I stopped playing golf when Pearl Harbor was attacked but about a month ago I went back to it and I've---I've been doing pretty well.

MURROW: Well, that's a long layoff for any golfer. How's the game coming?

BYRNES: Oh, I play Civil War golf--out in sixty and back in sixty-five.

MURROW: Well, sir, I'm sure the local comments on your golf game are much milder than the barbs you were accustomed to receiving in political Washington.

BYRNES: You're surely right. But whenever a man enters public life he must expect, if he has convictions and the courage of his convictions, to become rather controversial. I think you could understand that better than most people.

MURROW: Yes, sir. Well, aside from the story you've told in your books, have you kept any material reminders of the good and the bad days?

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Those cartoons carry me back to the days of my service with the Federal government.

MURROW: Could we see some of them, Governor?

BYRNES: Yes, I'd be delighted to show them to you.

MURROW: Governor---

BYRNES: If you'll excuse us.

MURROW: Governor, in reading "All In One Lifetime" I was particularly impressed with your view that the art of legislating is the art of intelligent compromise. How does one decide where to start compromising and where to end?

BYRNES: Well, I know of no hard and fast rules. The fact is that in all the relations of life it is necessary to compromise at times. I think that if we would agree there could be no worthwhile legislation without compromise, and I think that if husbands and wives did not make concessions we would have more divorces and less happiness.

MURROW: Well, sir, in the endless days when you were negotiating with the Russians--with Molotov and Gromyko and the others--did you ever find any spirit of compromise?

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MURROW: Well, Governor, on the basis of your long experience do you see any merit in the current Soviet charge that our position on Berlin is inflexible?

BYRNES: No, I do not. I lose patience with those who, in this country who seemingly agree with that statement. The fact is that after the cessation of hostilities the Soviets claimed the reason for their maintenance of troops in the Balkan States and Poland was their fear of German rearmament.

MURROW: Yes, sir.

BYRNES: And because of that excuse--that's all it was--with the approval of the President I offered to Stalin a forty-year treaty under which the Four Powers would keep Germany disarmed. Mr. Stalin agreed to it, but a few months later rejected it. They were afraid that if we stayed in Europe for forty years, or forty days---

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MURROW: Governor Byrnes, I was very much impressed with that portion of your book that revealed the vast areas of government you supervised when you were Assistant President for Mr. Roosevelt. What are your thoughts on an official assistant president?

BYRNES: Well, knowing how busy I was during all of the war making decisions for the President in matters delegated to me by him, I know there is a need for an assistant president. But I think the Vice-President of the United States ought to be that assistant president. He ought to have an office in the White House. He would be in training on the job. Now he's only a waiter--waiting around the Capitol to see if there's a tie vote during the sessions of Congress---

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MURROW: Well, sir, in another part of your book you described how, when you were Governor of South Carolina, you took action to improve the education of negro children. What effect has that had?

BYRNES: I think it had a very salutary effect. We were living then under the doctrine of separate but equal facilities. I thought they ought to have facilities that were, in fact, equal. I urged a sales tax and the issuance of bonds. The legislature agreed. Of the first $75 million spent on that program of construction, 70% went to schools for colored students. And today in every school district are good elementary schools and good high schools for colored students.

It has had a wonderful effect, I think, upon our relations and I believe when other states are having trouble and we do not have any disorder and we have no lawsuits pending, that great credit is due to the leaders of the colored people. They have contributed to that happy result.

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How is that project getting on?

BYRNES: Wonderful. It---the money from the publication of the book "Speaking Frankly" was devoted to that foundation for the education of---college education of needy orphans. Annually I receive contributions from a number of good friends. As a result, to date we have been able to assist 136 boys and girls to receive a college education. Because we have been selling quite a number of "All In One Lifetime"--more than 20,000 of them--this week we made twenty-five additional awards so that next session we will have assisted 160-some.

MURROW: Do you keep in fairly close touch with them?

BYRNES: Oh, yes. We keep in touch because they're orphans. We try to take the place of the deceased parents; we receive their reports--my secretary, Miss Conner, helps me go through them; we flatter them if they do good and we censure them if they are not doing good. It's---more valuable than the financial aid is the personal interest we try to show in them.

MURROW: This must be a source of great pleasure and pride to both you and Mrs. Byrnes.

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MURROW: I'm sure it must be a source of great satisfaction. Mrs. Byrnes?

MRS. BYRNES: Yes, Mr. Murrow?

MURROW: I'm sure that your adopted youngsters start families and give you any number of adopted grandchildren. How many are there in all?

MRS. BYRNES: Well, I can't tell you exactly how many we have right now. You know, with a number of young couples like that the score changes constantly. But we're very happy to have---always hear from them and they're very good about writing us and sending us pictures of the babies as they come along, and as Mr. Byrnes has said, that that has given us more pleasure than anything we've ever done in our lives and we just feel that it's a great privilege to have been able to do this for these young people.

MURROW: It must be. Governor, if you had it to do all over again, you wouldn't hesitate would you?

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MRS. BYRNES: Well, I can't tell you exactly how many we have right now. You know, with a number of young couples like that the score changes constantly. But we're very happy to have---always hear from them and they're very good about writing us and sending us pictures of the babies as they come along, and as Mr. Byrnes has said, that that has given us more pleasure than anything we've ever done in our lives and we just feel that it's a great privilege to have been able to do this for these young people.

MURROW: It must be. Governor, if you had it to do all over again, you wouldn't hesitate would you?

BYRNES: Not for a second. I---I really had,

in writing this book, the hope that in writing it I might encourage young men to devote their time and their energies to public service. I really believe, as I wrote in the last paragraph, that Tolstoy was right when he said that the sole meaning of life is to serve humanity.

MURROW: Thank you, sir, very much indeed; and thank you, Mrs. Byrnes, for letting us come tonight. Good night, sir. Good night, Mrs. Byrnes.

MRS. BYRNES: Good night.

BYRNES: Delighted to have you.

MURROW: In just a moment we'll take you for a visit with Eleanor Steber and her husband, right after a word from Bob Wright speaking for Kent.

[Commercial]

MURROW: Eleanor Steber is widely known in this country, and throughout much of the Western world, as one of the leading sopranos of the Metropolitan Opera Company. But in the Far East where she toured a little over a year ago, she is now known as the "Primitive Donna" in Saigon and in Hong Kong as "Number One Sing-Song Girl U.S.A."--both descriptions being a personal compliment from many who had never seen or heard an American opera star before.

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While in Indo China Miss Steber was introduced

to an Army information officer stationed there, and now she and Major Gordon G. Andrews are husband and wife. When they're in New York City, Eleanor Steber and her husband, Major Andrews, stay in a studio apartment in this building in mid-town Manhattan only a few blocks away from the Metropolitan Opera House. They also have a home on Long Island.

'Evening, Eleanor.

STEBER: Good evening, Ed.

MURROW: 'Evening, Major.

ANDREWS: Fine, thanks. I imagine that you must rather look forward to an occasional evening away from the opera when you can just relax and don't have to sing?

STEBER: Well, I certainly look forward to those evenings and I have been looking forward to this one especially. As far as singing is concerned, you know, Ed, I sing all the time. As a matter of fact, I've been known to sing at the drop of a hat--and I've gotten quite a collection that way.

MURROW: I've heard that sometimes you even sing in a taxicab. Is that right?

STEBER: Yes, I think I am---I have the distinction of singing to more taxicab drivers in New York than---City than any other singer.

MURROW: Well the cab driver who gets tied up in

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MURROW: Well the cab driver who gets tied up in

traffic and has you as a passenger can almost save himself the price of admission, can't he?

STEBER: Well, I have been known to get almost through a complete opera between Idlewild and New York.

MURROW: Do you sing much at home?

STEBER: Oh, yes. I sing all the time really, I think.

MURROW: Major Andrews, any complaints from the neighbors?

ANDREWS: No, not at all, Ed. As a matter of fact, I think that if we were to open the door we'd find some watching and listening.

MURROW: Well, Major, your Army duties and Eleanor's traveling must frequently keep you apart; does it?

ANDREWS: Well, no, actually they don't although I must admit just before we were married I said to Eleanor, "Now, I definitely am not going to follow you all around the United States nor around the world," and then of course the next day I got on a plane and I haven't missed a performance.

MURROW: Tell me, were you an opera fan before you met Eleanor?

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the field of opera of any individual during the past year. I must say, however, of course I'm the No. 1 fan of Eleanor Steber. Let me give you an example of what I'm talking about. This is our study here and this, of course, is the desk where Eleanor does much of her work. And over here is mine: I have the opportunity of taping much of the work that Eleanor does both on radio and television. It's really a very great pleasure.

STEBER: Ed, you know we have quite a number of souvenirs from our trips and I don't know whether you happened to notice this one, but it is a ---

MURROW: Yes

STEBER: ---lovely screen, a Hong Kong screen, a Chinese screen that I bought in Hong Kong. It's the largest souvenir that I brought back.

MURROW: It's beautiful.

STEBER: It is...as you know...a...chances are the world tour that I made was quite a exciting, wonderful trip. I think I have the distinction of being the first European singer--first Western singer--to go on a long, extended tour of thirty-three concerts in three and a half months in seventeen countries throughout the world.

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MURROW: Eleanor, those singing tours must take

a lot out of you.

STEBER: Well, this was a really, really strenuous trip. We were going constantly and it was really rugged. Of course the way I kept up my strength was by eating. I assure you that when you sing an opera or a concert that it takes as much energy as it does a man to dig a ditch, and you can't do that on a lettuce sandwich. So I go for the meat and the potatoes.

MURROW: Tell me, who's the cook in the family?

ANDREWS: She is.

STEBER: He is.

ANDREWS: Well, as a matter of fact, Ed, Eleanor really is a magnificent cook. And her German background provides her the ability to be able to prepare marvelous German meals,and to say nothing of this magnificent West Virginia fried chicken.

STEBER: And you should taste Gordon's wonderful gumbo creole. It is magnificent.

MURROW: Your trip to Asia must have been exciting. Did you get to do very much sightseeing?

STEBER: My sightseeing had to be limited because I was making side trips in order to get to more local people than I was in the usual concerts that were already set for

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MURROW: Eleanor, that picture behind you: is that your way of relaxing offstage?

STEBER: Well, horseback riding is one of my hobbies but that picture is actually a picture of me as Minnie, the Girl of the Golden West. It was taken in Florence, Italy, when I did it a few years ago and it is one of my favorite roles. I am going to do it in Denver and Red Rock this summer and who knows, maybe some one of these days I'll be riding onto the Metropolitan Opera stage as Minnie.

MURROW: I was just wondering how, with your impressive list of roles, you happened to miss that one.

STEBER: Well, I don't know, but I'd like to show you a collection of figurines that I've gotten together for some of my roles.

Oh, but before I would like to introduce you to a member of our family. Pocco, come here, look here. I want you to meet Pocco, our wonder dog. You know, he's a thespian. He's been in opera too.

MURROW: Has he?

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STEBER: As a matter of fact, he did---Here, boy. Say hello to Mr. Murrow.

MURROW: Hello, Pocco.

STEBER: He did Rosenkavalier and stole the scene from the tenor. Over here I have some figurines of characters that---some of my roles. Here's (indistinct - operatic roles)

Here I have a portrait done by Mr. Bill Fields of Fayetteville, North Carolina, of myself as ? in Cosi Fan Tutti.

MURROW: That's lovely. Eleanor, of the many roles you've sung, which is your favorite?

STEBER: Well, the favorite role is the one that I am doing at the present moment and speaking of that, would you like to have an impromptu concert?

MURROW: Very much.

STEBER: Well, you know my most recent role has been Marie in---

MURROW: Yes.

STEBER: ---at the Met last week at the premiere, and while I've been studying the part it also seems that Pocco has been learning the part too. Pocco, would you like to play some [indistinct] for me? [Steber sings] Bravo.

MURROW: [Laughter] Bravo.

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MURROW: [laughter] Bravo.

STEBER: Caviar afterwards, you know.

MURROW: Bravo. Very unusual. Tell me, does Pocco play by ear?

STEBER: I think he plays by eye because he always likes to have me turn the pages. Sometimes he plays duets with himself with all four paws.

MURROW: He certainly creates a different sound. Incidentally, to get back to your tour for a moment. There's quite a difference between Oriental music and the music we are accustomed to hearing in our part of the world. Did that cause you any difficulty?

STEBER: It gave me some reason to wonder what I should do about interesting the audiences in the Orient, so the only thing that I could discover was to perhaps try to bridge the gap by singing some arias and songs in their language or some of their folk songs. So that when I was in Japan I sang Japanese folk songs, and I sang Mandarin folk songs; and where I could not sing the language I learned many of the stock phrases so that at least we were able to speak with them.

And of course this is one of the important things, I believe, in contacting and making a contact--a human contact--with the people on the other side of the world is to

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give them a feeling that you really want to learn to know about them at the same time that they are learning to know about you.

MURROW: Major Andrews, will you say that Eleanor proved herself a fairly good American ambassador?

ANDREWS: Well I'd say an excellent one, Ed, and I think that the work she did on her tour was simply magnificent. Of course, that brings me into the subject dearest to our heart and that is we plan to make another trip. We had the wonderful opportunity last week to speak at the White House with President Eisenhower on this subject, and that is the subject of the people-to-people program with which I know you're familiar.

MURROW: Yes, I am.

ANDREWS: And of course, we feel that every American is a diplomat and every American is an individual public relations representative and as such, when they go overseas they carry with them the good will of the United States, and they carry with them something which is very dear and that is that they must behave and act in the manner in which we want them to act. And that goes for members of the military; it goes for the secretary who saved up all of her life to go to Europe; and it even goes for opera singers.

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STEBER: I hope we can make that trip, Ed, in the very near future; and this time we want to extend it much, much farther along. And, of course, we intend to go back to that romantic place, Saigon, because that's where we met.

MURROW: Well, I hope you have much luck and a very pleasant trip. Eleanor, just for the fun of it: have you ever been asked by your friends to break into a little rock and roll?

STEBER: Oh Ed, I don't dig that very well.

MURROW: You don't.

STEBER: But I do jitterbug a little, and I do a mean Charleston.

MURROW: Well, you wouldn't like to try a little Charleston for us right now, would you?

STEBER: Oh, oh well, maybe sometime later on.

MURROW: When we come back again.

STEBER: Thank you.

MURROW: Thank you very much, Eleanor. Thank you, Major.

ANDREWS: Good night, and thank you.

STEBER: It's been so nice for you to be with us.

MURROW: Good luck on that next trip to the Orient.

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MURROW: Thank you very much, Eleanor. Thank you, Major.

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MURROW: Good luck on that next trip to the Orient.

ANDREWS: Thank you, Ed.

STEBER: Thank you very much.

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I'll be back in a moment to tell you about next week's guests, right after a word from Revlon.

[Commercial]

MURROW: Next Friday night I'll be in London, so I've asked my good friend Audrey Meadows, who was once a guest on PERSON TO PERSON, to sit in for me. Miss Meadows will visit with sports columnist Jimmy Cannon, a veteran newspaperman who has also served as a foreign correspondent. Miss Meadows will also call on Josh Logan and his wife. Mr. Logan, who won a Pulitzer Prize for directing and producing South Pacific, has been closely associated with a number of other Hollywood and Broadway hits, among them Bus Stop, On Borrowed Time, and the current play, The World of Suzie Wong.

There are some of the people who made tonight's program possible.

[Credits]

ANNOUNCER: PERSON TO PERSON is produced by John Aaron and Jesse Zousmer and Edward R. Murrow.

MURROW: And now from PERSON TO PERSON, good night and good luck.

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Guests: Jimmy Cannon, and

Mr. and Mrs. Joshua Logan

March 27, 1959 - 10:30 PM EST

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(Commercial)

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Good evening, Jimmy.

CANNON: Good evening, Audrey, and welcome to my humble lodgings.

MEADOWS: Well, thank you. I'm delighted to visit with you.

CANNON: Well, it's a small place, but any place I hang my hat---

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MEADOWS: Is home.

CANNON: Yeah.

MEADOWS: Jimmy, don't you find living a bachelor's life a little lonesome?

CANNON: I wouldn't say so -- that is, in the daytime. I've got five columns a week to do, and I occasionally do a television show like this, or now and then an editor is silly enough to hire me to do a magazine piece.

MEADOWS: And I've read some and they're wonderful. Tell me something, Jimmy. Why have you decided to remain a bachelor?

CANNON: Well, nobody's asked me to marry them.

MEADOWS: Ha, ha! I know you've just got back from covering spring training in Florida, and I think you're a pretty lucky fellow, you know, spending all that time down there and getting paid for it, too.

CANNON: Well, it was great -- just wonderful. Just before coming up here, I had seven straight days of rain, and look at this "kisser" of mine. I'm pale as a flounder's belly, and it looks like I spent the rest of the time in the basement.

MEADOWS: I think you brought some of that rain back with you.

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CANNON: Well, I put it in a trunk, you know.

MEADOWS: Did you bring up any good stories from down there?

CANNON: I've got one, and it's about, of course, Yogi Berra. What a wonderful guy, Audrey, this little man is. He's not only a great catcher, but he's a dear feller, and he recently bought a grand piano for his house in Jersey, and he said to John Grenninger, who is the baseball writer and quite a classical pianist -- he said, "John, I wish you'd come over to my house some night and show me how the piano works."

MEADOWS: Oh, it's typical Yogi. Jimmy, do you remember, by any chance, the time that I was a baseball coach?

CANNON: I'll never forget it. I'll never forget it. It was an absolute desecration of the national pastime. The Toots Shor Bums, and they were rightly named, played the 21 Gentlemen at Yankeee Stadium, and I took you and Margaret Truman, and you coached. And, incidentally, you were the prettiest coaches I've ever seen, and that's as far as I want to go. I don't remember the score, but all I could say was the Toots Shor people outuglied the 21 group.

MEADOWS: I don't remember the score, but I'm sure we must have won. Jimmy, who decorated your apartment? You didn't, by any chance, do it yourself, did you?

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CANNON: I've got one, and it's about, of course, Yogi Berra. What a wonderful guy, Audrey, this little man is. He's not only a great catcher, but he's a dear fellow, and he recently bought a grand piano for his house in Jersey, and he said to John Grennnger, who is the baseball writer and quite a classical pianist -- he said, "John, I wish you'd come over to my house some night and show me how the piano works."

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CANNON: I'll never forget it. I'll never forget it. It was an absolute desecration of the national pastime. The Toots Shor Bums, and they were rightly named, played the 21 Gentlemen at Yankees Stadium, and I took you and Margaret Truman, and you coached. And, incidentally, you were the prettiest coaches I've ever seen, and that's as far as I want to go. I don't remember the score, but all I could say was the Toots Shor people outnglied the 21 group.

MEADOWS: I don't remember the score, but I'm sure we must have won. Jimmy, who decorated your apartment? You didn't, by any chance, do it yourself, did you?

CANNON: No. Audrey, I couldn't hang a "pitcher." A friend of mine, who is a professional decorator, a fellow by the name of Stanley Smilo, did it, and, by the way, I want to show you a couple of "pitchers." This one, it's a view of New York, dreamy and flog-like, and yet incandescent and thrilling, as this town always is. It's by an artist who is known in another field. It's by Frank Sinatra.

MEADOWS: Oh, it's wonderful. I didn't know that he painted.

CANNON: I didn't know either, but he made me a present of it, and I said "present", by the way, and he made me a present of it, and I'm quite fond of it because I think it tells a lot about this town. And this is one of my favorite guys, and one of my favorite paintings of all times, and, incidentally, I know little about art. This is by John Grove and this shows the Kentucky Derby after it's been run. These are the tired horses coming back. The grooms throwing the blankets on them, and here the twin spires of Churchill Downs. And, incidentally, there's always a bit of sadness for me when I look at this thing, because, surely, as you know, Bill Coram was president of the Derby, Audrey---

MEADOWS: Yes.

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MEADOWS: He certainly was. Jimmy, you start a great many of your columns, "Nobody asked me, but..." and then you list a few dozen observations on people and things in general. Where do you get the ideas from?

CANNON: Well, the first was a breeze. I had to make a trip, and I just sat down one day, so I had a traveling column, and I wrote 55 general observations. They provoked so much mail that I continued them, but the more columns of this type I write, the tougher they become, and now I have to walk around the streets and observe people, and I ride the subways a great deal, or sit in cafeterias and take notes on them.

MEADOWS: And listen in on them.

CANNON: Yeah, if I can.

MEADOWS: Well, every so often you devote a column to a most unusual horseplayer. Do you really know that character?

CANNON: Well, I guess you mean Two-Head Charlie.

MEADOWS: Yes.

CANNON: Yes, I know him but he's a mythical character. He's all the horseplayers, Audrey -- all the sad, wonderful losers, you know, and I sit around with guys in

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MEADOWS: How did you happen to become a sports writer?

CANNON: Well, I was covering the Hauptmann trial; i.e. the trial of Bruno Hauptmann for the murderous kidnaping of the Lindbergh baby, and Damon Runyon, who was the greatest reporter I've ever seen operate, also was covering it for the old AMERICAN, and he said to me -- he said, "You know, you're a bum." And that was proof he was a good reporter, I guess, and I didn't protest too much, and he said, "You should write sports." He said, "You can make a living and be a bum at the same time. You can sleep late."

MEADOWS: Oh, you're not a bum, Jimmy. But you do get to meet an awful lot of fascinating people in the sports world. Who would be some of your heroes?

CANNON: Well, I don't know if I would say heroes, but they're people that I admire greatly, and this guy (pointing to picture) Joe Louis. What a wonderful guy he is! And, incidentally, it's been real rough for him lately, but he's never disappointed me. And the next, of course, Joe DiMaggio, the

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greatest ballplayer of his generation. Incidentally, this is a boat we had at Palm Beach, and Joe, as you know, is the son of a San Francisco fisherman, and this was the first time he'd ever gone fishing for the big ones in the Gulf, and he hadn't dropped the line over when in five minutes he got this big sailfish that you see here.

MEADOWS: Oh, it must be something that runs in the family.

CANNON: Yes, I guess it does.

MEADOWS: Fisherman's luck or instinct. Jimmy, you write mainly about men of action. What does Jimmy Cannon do for his exercise?

CANNON: Well, I'll tell you what Jimmy Cannon does. When the weather's right and it isn't snowing, poor Jimmy Cannon -- fat old Jimmy Cannon -- goes out on this terrace, and here I lie in a prone position and get a little bit of the sun. Incidentally, this place is like being in a suburb -- not tonight, of course. This is like being in Nome, Alaska. But at the same time, I can keep my eye on this town. When I say "keep my eye on it", I mean feast my eyes on it. But there's something else I want to point out. Can you see that Statue of Liberty over there on the Liberty warehouse?

MEADOWS: Yes, I can.

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MEADOWS: Yes, I can.

CANNON: Well, that makes this apartment a dear apartment for me, and the Statue of Liberty stands for me for something more than a great symbol of freedom because my mother, believe it or not, was born on Bedloe's Island where the Statue of Liberty stands.

MEADOWS: Oh, no!

CANNON: Oh, yes! Her father was an electrician over there.

MEADOWS: Jimmy, did you know the statue was there when you moved into that apartment?

CANNON: No, I didn't, but I told my mother that I had it put there in memory of her.

MEADOWS: Well, you couldn't ask for a more formidable reminder of your mother.

CANNON: Yeah. Incidentally, Audrey, you've never seen my mother---

MEADOWS: No.

CANNON: ---but I've got a picture of her right here.

MEADOWS: I would love to see it.

CANNON: This is a picture of my mother and my dad, who has passed on, but he was a guy who loved New York.

MEADOWS: Oh, and that's a beautiful picture.

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CANNON: He really and truly loved it.

MEADOWS: Jimmy, I can imagine how proud your parents were when they saw your first column. And you have to go out day and night to cover your stories. When do you get time to write them?

CANNON: Well, this is the place that I -- this is the galley, and what I like to do is just to get this thing away before midnight. Sometimes it's difficult because I've got a night ballgame to go to, or a fight, but most of the time the copy is done about midnight and a messenger comes here and takes it down to the JOURNAL AMERICAN.

MEADOWS: You have quite a reputation, James, for being outspoken. Do you get much mail in reply to your crisp comments?

CANNON: I do because sports fans are highly opinionated, and they write a lot, but, oddly enough, the most vicious, the most terrible letters I get are from women, especially blondes. Now, this is a funny thing. Anything you say about a blonde, Audrey, she complains, and I don't know why they complain so much because most of them are brunettes and are phony blondes.

MEADOWS: To keep the record straight, I'm a redhead, Jimmy.

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CANNON: Well, that gives you a pass. Redheads, by the way, seem bored with life.

MEADOWS: Well---

CANNON: That's according to the mail, I mean, I'm not---

MEADOWS: Oh, I see. What is it you like most about sports writing?

CANNON: I'll tell you something, and this may sound overly dramatic, but I don't think so. This is a time when people gather in multitudes to do harm to one another. They're there to burn people in effigy, to stone embassies, even gathered in those kind of political lynchings overseas that I read about in the Middle East, but I, in this time, have a rare job. I'm with people who are gathered in places for glad reasons. And another thing about it. I think it's better than the theater. This drama that I see is genuine. Of course, I'm in the toy department, and these people are toy people, but they're never toy people when you see a pitcher pitching for his livelihood with a sore arm; when you see a fighter taking a licking so that he makes a living at his trade, and somehow I'm touched by it, and it makes me happy for the simple reason -- well, all I can say is I'm in a lot of places where music plays, and, Audrey, how can you knock that?

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MEADOWS: You're right. I gather you like being a sports writer.

CANNON: The best job in the world.

MEADOWS: Jimmy, what story would you most like to write?

CANNON: Well, I would like to write a story about an old uncle who died a very pleasant death, and who left me 10 million bucks. Then I would be able to write what I wanted to.

MEADOWS: Jimmy, it was such fun visiting with you tonight. I've enjoyed myself tremendously and I'm sorry that we haven't got more time to go right on visiting for another 15 minutes or an hour.

CANNON: The latchstring is always out for you, Audrey.

MEADOWS: Thank you, Jimmy, and good night.

CANNON: Good night to you.

MEADOWS: In just a moment we'll take you for a visit with Mr. and Mrs. Josh Logan right after a word from Revlon.

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During World War II Mr. Logan served overseas with the Army Air Corps. Then he returned to Broadway to direct "Annie Get Your Gun." He married actress Netta Harrigan, and today they have two young children.

The Logan family lives in Connecticut, but the demands of the theater and his other projects are such that Joshua and Mrs. Logan spend some of their time in an apartment in this building on Manhattan's East Side. It also serves as a business office.

Good evening, Netta -- Mr. Logan.

MRS. LOGAN: Good evening, Audrey.

LOGAN: Hello, Audrey.

MEADOWS: I know it's a rare night to catch you in the apartment and not at work. How many projects are you juggling these days in round numbers?

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Good evening, Nedda -- Mr. Logan.

MRS. LOGAN: Good evening, Audrey.

LOGAN: Hello, Audrey.

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LOGAN: Well, not as many as I have in past times. Right now I have a play running on Broadway, "The World of Susie Wong," and I also have a picture that's almost finished a run, "South Pacific." It's just finishing a year's run. And I'm preparing two motion pictures. One is going to be called "Young Parish" for Warner Bros., and after that I'm going to do the film version of "Fanny", the play I did on Broadway several years ago. I'm going to do that in Marseilles, France.

MEADOWS: You know, I never cease to wonder at the number of things you do in movies and on Broadway. Did all this start as the result of being born into a theatrical family?

LOGAN: Oh, no, no. I'm not a theatrical man from that point of view at all, although I started wanting to go into the theater when I was a baby, I guess. I can't remember when I didn't. My father was a lumberman and creosoting man. My grandfather on my mother's side was a cotton planter. He had two cotton plantations. The real theatrical member of our family is Mrs. Logan, who is the daughter of Ned Harrigan, the great Harrigan of Harrigan and Hart.

MEADOWS: Of course. Your father was the original H-A-double R-I G-A-N spells Harrigan.

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MRS. LOGAN: Well, that part is written about my father. John Cohan patterned many of his things on him, so he did write that, and there were 10 in our family -- 10 children -- but only three of us went on the stage. So, actually, I guess Josh went farther than I did. There's two in your family.

MEADOWS: How about your youngsters, Netta? Where are they?

MRS. LOGAN: Oh, they live in Connecticut, and, you see, we're here most of the time in the daytime, and then we go out to Connecticut at night. That's because Josh has his conferences here, and his auditions here, and all kinds of work here. So they stay out there.

MEADOWS: I know, I've attended some of those work sessions in other parts of town and they can really be hectic. Josh, I would guess that a good deal of theatrical history must have taken place in your room.

LOGAN: This room, yes. In our lives this is a very famous room. Lots of historic things have taken place in here. Oscar and I wrote the book "South Pacific", half of it, in this room -- half of it at his place -- and then Arthur Colber and I worked on "Wish You Were Here" here, and Sam Berman and I wrote "Fanny" in this room. Harold Rome played the score of "Fanny" on the piano over there. I also wrote

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"The Wisteria Trees" in this room, and, in fact, one of the most important things that happened in this room is that Mary Martin first heard "I'm in Love With A Wonderful Guy" played by Dick Rodgers, and he played it at this piano. And another very important thing that happened in this room is that Dick Rodgers was here one day when Oscar handed him a lyric, and we saw Dick write a few notes on a paper, and he sat down at the piano, right here, and he played in almost the same amount of time it takes to play it, he composed and wrote it -- "Balihi"-- the song "Balihi." It was written right here while we were watching him.

MRS. LOGAN: It was thrilling.

LOGAN: It was fascinating.

MEADOWS: It was such a great show and great score. Netta, when Josh is working here, what is your assignment? Do you concentrate on being the hostess, or are you a participant?

MRS. LOGAN: Well, I think I'll let you answer that question.

LOGAN: She's everything. She's a participatant. She's the judge. She's the Solomon, she's the critic. When Tom Hegg and I were writing "Mr. Roberts", we were living up in Connecticut, and we would work at night, and sometimes we'd

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MEADOWS: You're sort of a sounding board, then.

LOGAN: She certainly is. She is a great one, her father being such a great artist.

MEADOWS: Of course. Then this room is your rehearsal hall, and your study, and your office, and---

LOGAN: No, not the office. No, we do auditions here, and we sometimes have experiences here, but as far as the office goes, this is the office. We're in the office now. There are generally three or four people here. In the daytime, of course, it's very active. And we keep all of our files here behind these doors. These are our files on plays that I'm going to write or have written. Here, as a matter of fact, they came out of here -- no, down in here -- these are the dictaphone belts when Oscar and I dictated "South Pacific" and sometimes you hear Oscar's voice being De Becque, and then I grab the microphone, and I'd be Nellie Forbush because I have a southern accent, or he'd be Bloody Mary, and I'd be Lt. Cable,

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LOGAN: No, not the office. No, we do auditions here, and we sometimes have experiences here, but as far as the office goes, this is the office. We're in the office now. There are generally three or four people here. In the daytime, of course, it's very active. And we keep all of our files here behind these doors. These are our files on plays that I'm going to write or have written. Here, as a matter of fact, they came out of here -- no, down in here -- these are the dictaphone belts when Oscar and I dictated "South Pacific" and sometimes you hear Oscar's voice being De Becque, and then I grab the microphone, and I'd be Nellie Forbush because I have a southern accent, or he'd be Bloody Mary, and I'd be Lt. Cable,

or I'd be Luther Billis, which was my favorite part.

MEADOWS: Well, that's really a collector's item. Could you play any part of it for us?

LOGAN: Oh, Audrey, I don't think that it would be very interesting to play because they're all full of "er's" and "ah's", and "What do you think of this, Oscar?" and a sort of a passionate-sounding thing that only a secretary could understand, and then "Oh, that's terrible," and then some very censurable things, too, you know. When you're writing, you get a little touchy.

MEADOWS: Um, hm. Well, I suppose---

LOGAN: Now in here we have other things over here. That's part of our business. We also have another business. These are the files of Pleasant Flowers. That's a flower shop that Netta and I are partners in with a very talented artist by the name of Pleasant Mundy. It's on 74th Street and Madison, and it's a wonderful flower shop.

MEADOWS: I know the flower shop, Josh. I got a very beautiful Christmas tree sent to me from there.

LOGAN: Oh, she's a great artist, Pleasant.

MEADOWS: She certainly is.

LOGAN: And then there's all kinds of things in here. I even think that I have all the dope I had in the Army

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MEADOWS: She certainly is.

LOGAN: And then there's all kinds of things in here. I even think that I have all the dope I had in the Army

in here.

MRS. LOGAN: Yes, I know you have.

MEADOWS: Josh, your experiences in the service must have certainly helped with some of your post-war productions.

LOGAN: Yes. Yes, there are long gobs of bits of "Mr. Roberts" that came right out of the fighter pilots that I worked with. And then I was very lucky. I was brought up in three parts of the country. I was brought up in Louisiana, and then my adolescence in Indiana, and then in the East I went to college, and I've been around the world with Netta, and we've had experiences all around the world -- in Europe and in the East.

MEADOWS: Netta, if I'd been along on some of those trips, I think I would have found time to do a little shopping.

MRS. LOGAN: Oh, Audrey, shopping! We've done lots of it. Most of the things, though, are in the country where we live, but we do keep here a few dolls. They're really for the children, but we keep them here because we don't want them to play with them yet because we're afraid they'd spoil them. They're really for when they grow up. Oh, incidentally, this is Tom and this is Susan, our children. (Shows pictures.)

MEADOWS: Oh, lovely pictures of them.

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MEADOWS: Oh, lovely pictures of them.

LOGAN: This is Tom and Sue. I want to show them this doll that David Merrick gave me, and he's a very fine French doll about a hundred years old. David gave me this. I don't know whether you can see it. I do hope that---

MEADOWS: Yes, I can.

LOGAN: Watch his mouth now. Is it coming out?

MEADOWS: Smoking! Oh, that's marvelous.

LOGAN: Can you see the smoke?

MEADOWS: Yes, he smokes.

MRS. LOGAN: He certainly is.

LOGAN: Well, now we've got some others too.

MEADOWS: Oh, wonderful, and that one is about 100 years old.

LOGAN: Yes, that's a hundred years old, and they're made in France and Switzerland. We have this one that commemorates "Fanny." She does a little funny kind of a jiggle. And here's our favorite doll which I want to demonstrate for you now. I hope you can see it.

MRS. LOGAN: Can you see what she's doing?

MEADOWS: I certainly can. Delightful!

LOGAN: Yes, it's a very charming little doll. It's still got the same little dress on her of a hundred years ago.

MEADOWS: Yes. Do you collect at random, or is

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there some design in what you buy?

LOGAN: No, not particularly. We just buy things that we like, that's all.

MEADOWS: I'm surprised you don't have an Oriental collection because---

LOGAN: Oh, we have an Oriental collection in the country. That's where most of our things are, really, the things that we've picked up.

MEADOWS: Oh, really?

LOGAN: Oh, yes. The Orient has been very good to me, Audrey. My biggest success, of course, was "South Pacific" and that was an oriental background, and then so far my most successful motion picture, from a monetary point of view certainly, is "Sayonara" which was made in Japan, and now "The World of Susie Wong" which is going on Broadway, and Lord knows how long it may play. It's going to be one of my biggest hits, I'm sure.

MEADOWS: Netta, I read that Josh used to be an actor way back. Did you know him then?

MRS. LOGAN: Well, no. He tells me that he wasn't a very good actor, but I don't believe him.

LOGAN: Well, she'd better believe me. I used to say that I gave up acting because everybody'd say, "Youre a

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MRS. LOGAN: When you directed "Charlie, Dance," you were a wonderful actor when you were directing.

LOGAN: I know, but that's different. That's not acting, that's demonstrating. I don't demonstrate very much to actors, but sometimes when I can't find words, I sort of act the part, or act the scene, and try to describe the emotion that I want the actor to get.

MRS. LOGAN: You looked good to me.

LOGAN: Well, I know, but that's all right, you needn't complain about it, but I can do that, but that's something different. That's demonstrating.

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MEADOWS: Joan?

MR. LOGAN: Yes?

MEADOWS: We're running out of time, and I'm so sorry because I've enjoyed visiting with you so much. It was awfully kind of you to let me come and visit with you.

LOGAN: We were delighted to have had you, Audrey.

MEADOWS: Good night to both of you.

MRS. LOGAN: Good night, Audrey.

LOGAN: Good night.

MEADOWS: I'll be back in a moment to tell you about next week's guests right after a word from Bob Wright.

(Commercial)

MEADOWS: This has been a most pleasant and interesting experience for me, and a great deal of fun.

Next week Mr. Murrow will be back in this chair and once again I'll be sitting on the other side of the picture window when he visits with Milton Berle and his wife in California, and with tennis champion Althea Gibson here in New York.

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Guests: Mr. and Mrs. Milton Berle, and

Althea Gibson

April 3, 1959 - 10:30 PM EST

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Milton Berle and his wife, Ruth, who was a Hollywood and New York press agent before their marriage, live in that ranch-style home on a hill above Sunset Boulevard. That's about mid-way between Beverly Hills and Santa Monica, California. They rented it about three months ago from television producer Cy Howard.

Good evening, Milton.

BERLE: Hi, Ed. How are you? (Car drives up. Horn blowing.)

LORENZO: Thank you, Mr. Berle.

BERLE: You're welcome, Lorenzo.

(Lorenzo and Mr. Berle get out of car and Mr. Berle

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Good evening, Milton.

BERLE: Hi, Ed. How are you? (Car drives up. Horn blowing.)

LORENZO: Thank you, Mr. Berle.

BERLE: You're welcome, Lorenzo.

(Lorenzo and Mr. Berle get out of car and Mr. Berle

returns chauffeur's cap to Lorenzo.)

BERLE: Hi, Ed.

MURROW: Good evening, Milton.

BERLE: Lorenzo, say hello to Mr. Murrow.

LORENZO: Hello, Mr. Murrow.

MURROW: Good evening, Lorenzo.

BERLE: Wonderful. I couldn't even get it apart. Thank you, Lorenzo. Pardon me, Ed, I gotta get inside. Ruth gets mad when I get late. Will you take the hat, please? Thank you. (Goes inside.) Hello, darling. Sorry I was late. Ed, you know Ruth.

MURROW: Good evening, Ruth.

MRS. BERLE: Hello, Ed.

MURROW: Ruth, I'm told that that little "scooter" Milton drives is a gift from you. Is that right?

MRS. BERLE: Well, he likes to think it is, Ed.

MURROW: Ruth?

MRS. BERLE: Yes?

MURROW: Every time I've met Milton off-stage, he's been, I would say, rather subdued in contrast to his public appearances. What's his general demeanor at home?

MRS. BERLE: Do you want the truth, Ed?

BERLE: No. We're on the air, Ruth.

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BERLE: I can't hear you very well here, Ed.

MURROW: Ruth, with your background as a press agent and your general knowledge of the entertainment world, do you help Milton with his work?

MRS. BERLE: As a matter of fact, Ed, I'd rather stay completely away from it. I never go to rehearsals. I'm just simply a fan who watches the show on Wednesday nights and enjoys it very much.

BERLE: Very well said, my dear.

MURROW: Ruth?

MRS. BERLE: Yes?

BERLE: Would you ask me a question, Ed? I'm sitting here like a statue.

MURROW: Wait a minute. Ruth---

MRS. BERLE: Yes, Ed.

MURROW: Then you never have a yearning to go back to work?

MRS. BERLE: Oh, absolutely not, Ed. I married very well.

BERLE: Alice, you're the greatest! You've married very well. What do you say, we get married.

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BERLE: She's ad libbing. These jokes, you know.

MURROW: Milton?

BERLE: Yes.

MURROW: I've often wondered about your composure and your complete command when you're working. At what stage in your career did you lose your stage fright, that nervous pre-show feeling?

BERLE: Lose it, did you say? I don't think I've ever lost it. Whatever appearance I do, whether it be a benefit, or a radio, television, or personal appearance, I still have the feathers in my stomach like I guess the rest of us do. I guess you could chalk -- right now I'm kind of nervous -- you can chalk that up to nervousness. That's what you can chalk it up to, but I'll chalk it up to nervousness.

MURROW: All right.

MRS. BERLE: I called him one night just before one of his television shows and I said, "Hello, this is Ruth," and he said, "Ruth who?"

BERLE: I thought it was Babe Ruth. I don't know, but I was very sorry.

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BERLE: Yes?

MURROW: Do you have that same feeling with the approaching publication date of your new novel?

BERLE: I'm afraid so, Ed. It's going to be out April 23rd and I'm not exactly nervous, but I'm a little on edge. Here is the -- here's the novel, Ed -- that is, the book, right there.

MURROW: "Earthquake."

BERLE: "Earthquake."

MURROW: Milton, in reading your book, I found it rather difficult to reconcile Berle, the comedian, writing a serious novel about a group of very different people suffering from the pressures of our time. How did you come to write it anyway?

BERLE: Well, Ed, I -- let's get something straight, first. I didn't write it alone. I collaborated with John Robert. I've had this notion for about nine or ten years, but I never got it down on paper. A few summers ago back in 1957 to be exact, I met this John Robert at Fire Island, and we sat down, and we spoke about the idea, and I explained the plot and the characters that I had in mind, such as the Madison Avenue advertising executive, the senator who absconded with a lot of money---

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MURROW: Yes?

BERLE: ---from his state, the high-ranking Russian bureaucrat, who is a refugee from behind the Iron Curtain, and an ex-Hollywood writer, who can't pick up his Oscar unless he gives his real name. But getting back to your question, how did I write it, well, I feel there's always a serious side to every person, Ed, and this is my way of expressing it.

MURROW: I imagine a lot of readers will be somewhat surprised that you resisted the temptation to put jokes into the mouths of your characters.

BERLE: I think they will, too, Ed, but as you know -- you read it -- it's not that kind of a book. I like to think that there is some humor in the book, perhaps a little more brittle and a little more sophisticated than the Berle type of humor, but as you know, this book is kind of a provocative book. In fact, it's so provocative that my publisher has taken out a half-a-million-dollar libel insurance policy on this "Earthquake" book.

MURROW: Milton, I've been wondering, with all the outlets you have for your very considerable energy and talent, what made you turn to the novel as against a movie script or a television show?

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BERLE: ---from his state, the high-ranking Russian bureaucrat, who is a refugee from behind the Iron Curtain, and an ex-Hollywood writer, who can't pick up his Oscar unless he gives his real name. But getting back to your question, how did I write it, well, I feel there's always a serious side to every person, Ed, and this is my way of expressing it.

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BERLE: You mean of the novel, you mean?

MURROW: Yes.

BERLE: Well, Ed, what I wanted to express in this book, I couldn't tell it in a half-hour television script, or even in an hour TV script, and as for the movies, we hope that the book will be appealing enough to many people that there'll be enough substance, enough appeal, that we'll eventually hear from Hollywood.

MURROW: Well, I'm sure by the way that you're fondling that book, that you're pleased with the way it turned out.

BERLE: I'm fondling the book because it's been work.

MURROW: You're pleased with the way it's turned out then, are you?

BERLE: Well, I'm kind of proud of it, Ed. It's a little difficult for me to do any rave about it---

MRS. BERLE: Let me do it, Ed.

MURROW: All right.

MRS. BERLE: I'm a proud wife. I know, really, how hard Johnny and Milton worked these past two years on this book, and I loved it, and I just hope that the people who read it will feel the same way.

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MURROW: You're pleased with the way it's turned out then, are you?

BERLE: Well, I'm kind of proud of it, Ed. It's a little difficult for me to do any rave about it---

MRS. BERLE: Let me do it, Ed.

MURROW: All right.

MRS. BERLE: I'm a proud wife. I know, really, how hard Johnny and Milton worked these past two years on this book, and I loved it, and I just hope that the people who read it will feel the same way.

BERLE: It's really a fulfillment. Thank you very much, darling.

MURROW: Milton, tell me, did you get that sort of satisfaction when, oh, say you were writing, trying your hand at writing songs?

BERLE: Somebody put you on to ask me that question. Well, I have been a song writer for 30 years, if you can call it that. I belong to ASCAP. I think I owe them three points. But I never made the double-A rating, Ed. I've written thousands of songs, or hundreds of songs, and I have a new way. I tear them up right away. Then thereby it eliminates the middle man.

MURROW: Oh, yeah. What were some of your bigger song hits?

BERLE: You're kidding! You don't know the songs? Will you please tell him?

MRS. BERLE: They're in the ASCAP book over there. Will you read them---

BERLE: He must be dreaming. He's been away too long. You've been away too long, Ed.

MURROW: I'm afraid so.

BERLE: I'm glad you're back. You really want to know the songs I've written?

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MURROW: Yes.

BERLE: Fine. Oh, goodness! Well, here in the ASCAP book it says, "Milton Berle, composer..." Ready for some titles?

MURROW: Yes.

BERLE: "I Wuv A Rabbit".

MURROW: I never heard that one.

BERLE: You never did?

MURROW: No.

BERLE: I don't think anybody else did. And here's another one: "My Hot Tamale Went Chilly on Me." Is that a thrill? Oh, goodness! But the biggest hit I had was "Leave The Dishes in The Sink, Ma." You never heard of that, did you?

MURROW: No.

BERLE: Well, this -- you may kid, but this song sold over a million records, really. Of course, I forgot to tell you that on the other side of that record was Spike Jones' rendition of "Cocktails for Two." That's why it sold the record.

MURROW: Milton?

BERLE: Yes?

MURROW: In all of your years in show business, you

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MURROW: Milton?

BERLE: Yes?

MURROW: In all of your years in show business, you

must have had some very memorable moments. What was your biggest thrill?

BERLE: Oh, boy! Well, I'd say, Ed, the biggest thrill that I ever had in my career was when I used to pass -- on a Tuesday night, pass a restaurant or a theater, and I'd see a sign in the window, "We're closed tonight. We're all home watching Milton Berle on television." That was about the biggest thrill I ever had.

MURROW: I don't think anyone else in television can ever claim that either.

BERLE: Thank you.

MURROW: Milton, how do you feel about the television rating systems?

BERLE: The what?

MURROW: The rating systems.

BERLE: You had to ask that question, hah?

MURROW: Yes.

BERLE: Well, the television ratings -- I don't believe in the television ratings unless I'm No. 1. Now, would you? -- are you going to serve anything at this bar? If not, I'll move back to Ruth. It's more comfortable back there.

MURROW: From this distance I can't do it somehow,

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you know. I'm sorry.

BERLE: Oh, sure, you can. If I know Murrow, you can. After all, we're only getting $1.80 minimum for the whole show, so I'll sit.

MURROW: Milton, you've been very good to television and helped to create it, and I imagine television has been good to you. Do you have any major regrets so far?

BERLE: Well, my only regret, Ed, is that, seriously, that after I get through doing the show, and they've all been live -- a few of them have been dead -- after it's all over, I feel as though I could have done the show much better. I feel, after it's over, that it wasn't perfect. And another thing that I regret is the critical objection that some people seem to have to a comedian repeating a comedy skit, or a segment from a former show.

MURROW: Why is that?

BERLE: Well, I don't know, Ed, but I've thought about it a great deal, and the thing that really confuses me is that I've appeared in hundreds of night clubs in this great country of ours. I've seen the same faces three, four, five times, coming in to see me, and they've seen the same Berle---

MURROW: Yes?

BERLE: ---doing the same act, telling the same

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MURROW: Yes?

BERLE: ---doing the same act, telling the same

jokes, but on television, let me, or any other comedian, repeat a routine once, and you get a critical blast.

MURROW: Yes. Whose fault is that, do you think?

BERLE: I guess it's my own fault. I have to take the blame, because in the 11 years that I've been on television, Ed, I used up almost a lifetime of material. That's why maybe it was my fault. Of course, I can assure you, and the public, that all the shows that I did weren't perfect. Some of them were very good, some of them were fair, and some of them were pretty bad, but evidently the public was attracted by the pattern, the format that I did, and they expected me to go on forever and change -- change with each broadcast. So maybe Berle, and many other comedians, made it tough to follow themselves. I guess that's the way to put it.

MURROW: Milton?

BERLE: Yes?

MURROW: Aside from your Wednesday night Kraft television shows on NBC, what other projects are you working on?

BERLE: Well, I've just formed a partnership with George Burns. We're going to do a television series on film next season. We're going to do the Milton Berle Comedy Theater. It's going to be on for 39 weeks, and I'm going to

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MURROW: If I'm in the country I will.

BERLE: Oh, you'll be in the country, and if you're in the country, I'll do straight for you, because you're very hilarious. You say some of the funniest one-line bits I've ever heard.

MURROW: Mr. Berle?

BERLE: Yes, sir?

MURROW: I've been wondering, how did your "Uncle Miltie" title come into being?

BERLE: Well, where did that happen? It was in Boston. Yes, Boston. One night -- I have to tell the whole story, I think it's kind of entertaining. One night back in 1949 I did a broadcast, and I didn't know what to say to the kids at the end of the program, so I said, "Good night, children, don't stay up too late, this is Uncle Miltie." And it sort of caught on right after that. Everybody kept calling

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me Uncle Miltie, and that's how it began, and I stuck with that nickname.

MURROW: Well, Uncle Miltie---

BERLE: Yes, sir.

MURROW: ---and Auntie Ruthie, thank you for letting us come. Good night. It's been very pleasant.

BERLE: Thank you very much, Ed.

MRS. BERLE: Thank you.

MURROW: See you when you come to New York.

BERLE: All right. Good night. Keep smoking. Keep smoking.

MURROW: Good night. Thanks again.

In just a moment we'll take you for a visit with tennis champion Althea Gibson right after a word from Bob Wright speaking for Kent.

(Commercial)

MURROW: Althea Gibson is the outstanding woman tennis player in the world today, although at the moment she has temporarily retired from championship competition to pursue other interests. Her skill on the court is evidenced by the fact that for two years in a row she has won both the British and American singles title, quite an achievement for someone who started learning the game on the play streets of New York.

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Miss Gibson is originally from South Carolina. Her family brought her to New York when she was two years old, and she grew up, and went to school in what has been described as the most densely populated area in America. She went on to college at Florida A&M; taught physical education for a while, and then decided to devote almost all of her time and energy to the sport she loved best.

Recently Althea Gibson moved into a small apartment in this building overlooking Central Park in New York City, only a few blocks and several years away from the crowded streets where she grew up.

Good evening, Althea.

GIBSON: Good evening, Mr. Murrow. How are you?

MURROW: Fine. Tell me, how much tennis do you get to play these days?

GIBSON: Well, I've been playing quite a bit. I've just returned from a South American tour for the State Department, and I was playing yesterday with my sparring partner, so I get in as much tennis as I possibly can.

MURROW: Is this simply a means of keeping in shape, or have you had a change of heart since last fall when you announced a year's retirement?

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Ed. I love the sport very much, and I don't think that I will ever give it up, or devote too much time away from it because it's been a part of my life.

MURROW: Well, actually, there isn't very much left in the world of tennis for Althea Gibson to conquer, is there?

GIBSON: Well, I feel that I have about four or five more years of tennis in me, Ed.

MURROW: Well, with all the matches you've won, you could probably use a second apartment just to display the trophies, couldn't you?

GIBSON: My goodness, yes. I have some over here that I would like to show you, Ed, if I may. Ed, this trophy was presented to me by the 100% Wrong Club. They got the name -- the 100% Wrong Club -- because they guessed all the football games, and they were always wrong. That's how it got this name. And this trophy here is also an Athlete of the Year Award given to me by the Frederick C. Miller people in Milwaukee. This one, and this one, are the Forest Hills singles championship trophies I won two years in a row. These three, Ed, are the doubles championship trophies I won at Wimbledon with three different partners. And, of course, here is the 1957 Wimbledon singles trophy, and here is the 1958 Wimbledon

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singles trophy. They're my pride and joy, Ed.

MURROW: Well, playing at Wimbledon must have been a great thrill, and I suppose probably a dream you've had ever since you were a little girl.

GIBSON: Yes, it was, Ed. I, of course, started playing paddle tennis in the play streets of New York City sponsored by the Police Athletic League, but my great thrill came when I went to see Alice Marble play an exhibition match at the Cosmopolitan Tennis Club in New York City when I was a junior member, and that was my greatest thrill, and I think it led me on to want to become and play like Miss Marble.

MURROW: Well, school and tennis must have taken up most of your time, and someone has just taken up our picture. No, there it's back again now.

GIBSON: Well, yes, it has. I've had many opportunities to do a lot of things. I've worked in machine shops. I've worked in chicken factories. I've worked as a mail clerk. I've worked in a restaurant, and I've worked -- oh, I've done so many jobs.

MURROW: Althea, after all the rough spots, when did the going get a little bit easier?

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MURROW: Lovely!

GIBSON: It's very dainty.

MURROW: Very nice. Is that a hi fi set there?

GIBSON: Yes, it is, Ed. This is one of my great pleasures and joy when I'm around the house and listening to the wonderful music. It gives really good sound.

MURROW: Well, Althea, not too long ago you started branching out into show business. How's the new career coming?

GIBSON: Well, I think it's coming along all right, Ed. I've done a few things. I've written a book, "I Always Wanted to Be Somebody," published by Harper and Brothers, and I think it's a great story. And also, Ed, this is my first album done for Dot. I did it with Dot, rather.

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MURROW: Yes.

GIBSON: And, as a matter of fact, would you like to hear one of the selections?

MURROW: Very much.

GIBSON: Wonderful. I think you will like it. It's "Around The World." (Plays record and sings.) I think that's enough, don't you?

MURROW: Very good, indeed. Thank you.

GIBSON: Thank you, Ed.

MURROW: How long have you had this interest in music?

GIBSON: Ever since I was a child, even when I became -- when I had begun to play paddle tennis, Ed. As a matter of fact, I have a tenor saxophone here that Mr. Sugar Ray Robinson gave me when I was a little girl. Would you like to see that?

MURROW: Very much.

GIBSON: Wonderful.

MURROW: How did you happen to get to know Sugar Ray?

GIBSON: Well, I'll tell you, I was about 13 or 14 years old when I saw Sugar in the bowling alley. I used to bowl quite a bit, and I came up to him, and I said, "You must

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MURROW: Well, did you beat him?

GIBSON: Well, Ed, I don't think I better say that. He may be listening.

MURROW: Tell me, did you ever get to learn to play the sax?

GIBSON: Well, yes, I played the sax in high school, and I played it in college. I was in the concert band in high school, in the marching band, and, boy, did we march. My feet were tired.

MURROW: Althea, that large glass bowl. Is that another trophy?

GIBSON: This one?

MURROW: Yes.

GIBSON: Oh, my goodness, this belongs in the living room. Excuse me.

MURROW: Althea?

GIBSON: I got this--- Yes?

MURROW: The area near which you grew up was once described as an elevated jungle. It must have been fairly rough for you, wasn't it?

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MURROW: The area near which you grew up was once described as an elevated jungle. It must have been fairly rough for you, wasn't it?

GIBSON: It was. Well, I didn't know about it at that time, Ed. When we came up as youngsters, we didn't know any poverty at that time. Perhaps later on I heard it was quite rough, but I could go to the store in those days and get a large soda for five cents -- a quart bottle of soda for five cents -- and ice cream, a dish of ice cream, or a cup of ice cream for two cents, and get fish and chips. I loved fish and chips in those days.

MURROW: Yes?

GIBSON: We used to get fish and chips and go to the rooftop and eat them for 25 cents. I didn't know any poverty in those days because I had a lot of fun and I enjoyed myself as a child. I may have been a little mischievous, but I had fun.

MURROW: What about the street gangs? Were they as prevalent then as they seem to be now?

GIBSON: Well, I read about them quite often, Ed, and sometimes it disturbs me. In the days when I was coming up, of course they had street gangs, but they weren't as brutal and as cruel as they are today. In those days the worst you could expect from a bunch of kids who became a group, was a good beating, but now-a-days, the gangs seem to go in for injuring the human being, killing people. That I

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MURROW: What about the street gangs? Were they as prevalent then as they seem to be now?

GIBSON: Well, I read about them quite often, Ed, and sometimes it disturbs me. In the days when I was coming up, of course they had street gangs, but they weren't as brutal and as cruel as they are today. In those days the worst you could expect from a bunch of kids who became a group, was a good beating, but now-a-days, the gangs seem to go in for injuring the human being, killing people. That I

cannot understand.

MURROW: Well, what do you think is the answer? What do you think can be done to improve this situation?

GIBSON: Well, I have thought of several things, but I think the first thing that could be done is the PAL. Now, they have contributed a lot to the youngsters today. They have provided facilities and sporting areas for the children to play, and above all, I think, good parental care, guidance, love, understanding, and, of course, discipline. That I feel is very important to lead a youngster into a correct or good life.

MURROW: Althea, back to tennis for a moment. What do you think should be done to make the game more popular?

GIBSON: Well, I personally think, Ed, that there should be at least another touring group. I think it's because the youngsters today do not have an opportunity to go into tennis. If they want to play tennis, and want to make a career out of it, they can't do it because there is no opportunity, and I think with the touring group I would like to see this come about, and I certainly would like to be a part of a touring group.

MURROW: Althea, I'm sorry, we have got to go touring because the clock has run us down. Thank you very

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MURROW: Althea, I'm sorry, we have got to go touring because the clock has run us down. Thank you very

much for letting us come tonight.

GIBSON: Well, thank you for visiting me, Ed.

MURROW: Good night.

GIBSON: Good night.

MURROW: I'll be back in a moment to tell you about next week's guests right after a word from Barbara Britton speaking for Revlon.

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PERSON TO PERSON with EDWARD R. MURROW

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Thomas Hart Benton & Family

April 10, 1959 10:30 PM EST

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MURROW: Actress Joan Blondell, reviewing her long Hollywood career, insists she has played the role of a chorus girl in just about every way but standing on her head. For a period of some 20 years, Joan has been a familiar figure to movie audiences mostly in wisecracking roles in a long succession of pictures. Morerecently Miss Blondell has taken on more varied roles in films such as "Desk Set" and "Will Success Spoil Rock Hunter."

Joan Blondell was born in New York City, and by the time she was four months old, was on the road touring with the comedy act of her parents, Ed and Katherine Blondell. She's been active in some phase of show business ever since.

Joan Blondell lives in an apartment in this building on Manhattan's East Side overlooking the East River. She also has a home on the West Coast.

Evening, Joan.

BLONDELL: Hi, Ed.

MURROW: How are you?

BLONDELL: Fine, thank you.

MURROW: How do you like this California-type weather we've had this week?

BLONDELL: You haven't been out tonight. It's raining on my terrace.

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MURROW: Joan, you spend about an equal amount of time in New York and in California.

BLONDELL: That's right.

MURROW: Which of the two, would you say, offers the greater opportunity for an actress today?

BLONDELL: Oh, Ed, I think opportunity is -- oh, everywhere -- you know -- east coast as well as west coast, or in the middle. It just seems to me it's, as far as my profession, a theatrical one, that the youngsters today make their success like that (snaps fingers)---

MURROW: Yes.

BLONDELL: ---on television fast, or on the screen. They don't have -- they don't have flops, and I think you need an awful lot of flops to have the joy of success, and today it's too fast.

MURROW: Too fast, and then frequently forgotten right away, aren't they?

BLONDELL: Well, maybe. I hope not.

MURROW: Joan, you've had one of the longest Hollywood careers on record. How many pictures would you guess you've made?

BLONDELL: I guess 97. And in the first 27 months I was in Hollywood, I made 32 pictures. They kind of panned me

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on the way to the restaurant and back. Of course, they were not 32 different stories. It's the same story. I just changed clothes and talked fast.

MURROW: Well, Joan, with all the movies you've made, a certain number of them have found their way on to television, haven't they?

BLONDELL: Oh, yes, the late, late, late business. Because I worked so hard when I first got out there, I didn't have a chance to see many of the pictures I appeared in. I saw about 20 out of the 97, but now and again when I turn on the thing for the news, I hear a voice that sounds familiar and I look, and I catch up with my career.

MURROW: Never had time to see the picture originally, huh?

BLONDELL: Never really had time.

MURROW: Well, those old ones must bring back a few memories, don't they?

BLONDELL: Oh, sure, and lovely ones, but I carry my memories with me, if you please. Here's one of them, my daughter when she was five years old. My daughter is Ellen Powell, and she did that drawing, and she called it "A Girl Skating." I wish it were in color.

MURROW: Oh, very nice.

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MURROW: Oh, very nice.

BLONDELL: Because there's nice black hairs on that pink leg up there.

MURROW: Yes.

BLONDELL: And then once in a while I do some art work, not very often after this little job I finished. I planned on making a man leaning on a table, but I snarled up his face, so I wound up putting a horse's head there, and I signed it "Go Van Go."

MURROW: Go Van Go!

BLONDELL: And this is a painting that Paul Clemmens did of my father with his red wig and his stage makeup and all. Ed Blondell and Company in "The Long Voyage."

MURROW: Well, Joan you started on the stage at a very early age. I don't suppose you ever wanted to be anything but an actress, did you?

BLONDELL: Oh, well, I just didn't know there was anything else to do. I know when I was a very little kid, when I turned into an alley and into the stage door, I thought everybody else on the street did the same thing. So there was just nothing else for me to do.

MURROW: Do you have any other portraits around?

BLONDELL: Yes, I have. I've got a section of portraits over here that I'm very proud of, Ed. This is a

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MURROW: Very nice.

BLONDELL: And she is here now. There she is, Gloria Blondell Hunter.

MRS. HUNTER: Hi, Ed. How are you?

MURROW: Good evening, Gloria. Gloria, are you an actress too?

MRS. HUNTER: Yes, I'm an actress too. I've done some radio, and, oh, quite a few "Life of Riley's" on television.

BLONDELL: She's Honeybee.

MURROW: Oh, I remember. I remember, of course. Well, I take it, that like your sister, you're also a cross-country commuter, right?

MRS. HUNTER: Well, we commute quite a bit but we see each other all the time, so there doesn't seem to be much country in between the two of us.

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MRS. HUNTER: Well, we commute quite a bit but we see each other all the time, so there doesn't seem to be much country in between the two of us.

BLONDELL: But she's here, and I go back and forth every few minutes, it seems like. I stayed -- I came here originally about eight years ago to live because my children went to eastern schools. My son to Cornell, and my daughter to a great veterinarian school here, and they're not here this minute, but if you will step with me, please, I will show you their pictures.

MURROW: Yes. Where are they living now, Joan?

BLONDELL: They're living in California, Ed. And here is my Ellen. There she is with her quarter-horse.

MURROW: Oh, yes.

BLONDELL: And, of course, as usual, winning a first prize. And here is my son, Norman. When he graduated from Cornell, he got that and the baby at the same time. His diploma. Can you see it?

MURROW: Yes.

BLONDELL: And there's his dear little wife, Ann MacDowell Powell, and my grandbaby that I could cut and chew into pieces. I say they've been living on the coast. They've been living there for a year now because my son is assistant director on "Rifleman." That's one of the best television westerns on the whole works. And here is -- this little grandbaby is here. That's Sandra MacDowell Powell, and this is the

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new one. Oh, look at that face! That's Scott Blondell Powell.

MRS. HUNTER: That's not all the grandchildren, by the way, Ed. If you'll look down here, you'll see the seven new arrivals. We help feed them, so if you'll stop over here, you can see all of them -- all the seven arrivals.

BLONDELL: Come on, Bridie. My Bridie Murphy gave birth to these little angels. Come on. Wake up a minute. Bless your heart! Aren't they too much? Come on, get yourselves up and look. You're the best.

MURROW: They're wonderful.

BLONDELL: Aren't they darling.

MURROW: Wonderful. How old are they, Joan?

BLONDELL: They're 16 days old now. And, of course, this was quite a family for Bridie to have, so we have to give a little bit of groceries this way.

MRS. HUNTER: One of them is talking to me, too, because I'm a grandma. My Rock is their pa, so wave to your pa. Joan phoned me in California. She was just hysterical about having to feed these seven marvelous puppies, so I hung up and looked at my husband, and he said, "Why not?" So when I got downstairs, I called her and said, "How is everything going with the puppies?" She said, "Oh, I'm so busy

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BLONDELL: It's a 24-hour trick, believe me, with these seven little babies.

MURROW: Well, with a litter like that, Joan, you couldbuild yourself quite a dog act, couldn't you?

BLONDELL: Oh, I could, and if I'm in a dog act, that will be the first form of show business I haven't tried before -- that and the circus.

MURROW: Well, Joan, you strike me as the sort of person who always has to have some sort of project going to keep you busy. What was it before the puppies took up all your time?

BLONDELL: Well, of course, I've been trying out shows, et cetera, but most of all I've been writing, and this is it. Looks worse than "Gone With The Wind" and "Anthony Adverse" combined. I mean size-wise. This is -- I've got 600 typewritten pages so far, and it's two-thirds through. It's a book I'm writing, Ed.

MURROW: Is it your autobiography?

BLONDELL: Oh, no, it's just about some people that I understand, I hope, and it's got some little love, and a little murder, and a chase, and I think it's box officey. I

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MURROW: Are you going to publish it under your own name?

BLONDELL: Oh, no, sir, I am not! I'm not going to do that. I'm going to take a different name and just sort of let it -- you know -- rise. I'm going to go for broke on that.

MURROW: Well, this is sort of a new career for Joan Blondell, isn't it?

BLONDELL: Well, yes, I hope it will be because I'd love to be able to just write. It'd be just great. A little while ago I did a pilot film called "The Jacksons" and if that turns out -- if somebody buys it like Kent, why, I will be living in California and be near all my children and grandchildren again. Of course, not too near. I don't believe in that. I'll live quite a distance away because I think that's as it should be. I'd like to consider myself a grandma on the lam, if you know what I mean.

MURROW: Is your daughter still determined to be a veterinarian?

BLONDELL: Yes, she is. She studied for three years. She has a couple of years to go, and, well, she's just marvelous in fields and jumping and riding. I'm scared of a

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MURROW: Well, Joan, other than working on the novel, and baby-sitting for the pups, and doing a TV pilot, what else is keeping you busy?

BLONDELL: I cook. I don't know.

MURROW: Joan?

BLONDELL: What?

MURROW: Looking back, are you ever sorry that you allowed yourself to be type-cast in all those chorus girl roles? Would you have preferred a dramatic part?

BLONDELL: Ed, I had no choice about the typing business. I was under contract at the time, and, of course, it upset me because I considered myself, at a very young age, to be dramatic, but I have come to the conclusion that comedy is a very important contribution to the theater, and that if you can make people laugh, you can make them cry, and I'm always grateful for a good part, be it comedy or drama.

MURROW: Well, about your children.

BLONDELL: Yes.

MURROW: Did you ever regret that they didn't follow the family tradition and go into the theater as you and your parents did?

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MURROW: Joan Blondell, thank you very much for letting us come. Good night.

BLONDELL: Thank you, Ed.

MURROW: And will you say good night to Gloria?

BLONDELL: I certainly will.

MURROW: And also to Bridie over in the corner there.

BLONDELL: Oh, my Purple Heart mother!

MURROW: Thanks again, Joan.

BLONDELL: Thank you.

MURROW: Good night.

BLONDELL: Good night.

MURROW: In just a moment we'll take you for a visit with artist Thomas Hart Benton and his family right after a word from Revlon.

(Commercial)

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MURROW: Thanks again, Joan.

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Wednesday, has been described as America's best known contemporary painter who views his subject through the eyes of a social historian. He's also been referred to as rugged, outspoken, and unconventional.

Tom Benton was born in Neosho, Missouri. He studied at Chicago's Art Institute and in Paris. Then he painted and taught art in New York for about 25 years. Then in the middle 30's, he moved his family back to Missouri where he's been living ever since.

Mr. and Mrs. Thomas Hart Benton live in this large native stone house in the southwest section of Kansas City.

Good evening, Tom.

BENTON: Good evening, Ed.

MURROW: How are you?

BENTON: Pretty good.

MURROW: Tell me, do you have any plans to celebrate your birthday next Wednesday?

BENTON: Well, plans are being made. We're not only going to celebrate my birthday, but that of four others -- kind of a quintet of birthdays. Cocktails and supper it'll be. Some of my friends they are, who were born at the same time about that I was. Cocktails and supper, and I imagine

Wednesday, has been described as America's best known contemporary painter who views his subject through the eyes of a social historian. He's also been referred to as rugged, outspoken, and unconventional.

Tom Benton was born in Neosho, Missouri. He studied at Chicago's Art Institute and in Paris. Then he painted and taught art in New York for about 25 years. Then in the middle 30's, he moved his family back to Missouri where he's been living ever since.

Mr. and Mrs. Thomas Hart Benton live in this large native stone house in the southwest section of Kansas City.

Good evening, Tom.

BENTON: Good evening, Ed.

MURROW: How are you?

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supper will be rather late.

MURROW: Well, I have no doubt it will be quite a party. Tom, just what is it that took you back to Kansas City after spending so much time here in New York?

BENTON: Well, Ed, the first thing was that the State of Missouri raised enough money for me to paint a mural in the state capitol, and I thought that would take me a couple of years, so we just moved out here to do it. There are other reasons, however. I was a little bit fed up with the constant quarreling and bickering and the aesthetic atmosphere of New York in which as an artist I was forced to live. So practically the return was a flight from the various idiocies of that.

MURROW: Tell me, what do you remember most about your boyhood in Neosho, Missouri?

BENTON: Well, Neosho was in my days a kind of a horse and buggy town, completely horse and buggy. I lived kind of a country-jake life while I was there. Shows in the barns, swimming in the creeks, riding horses and so forth. Well, that kind of a country-jake life was extremely entertaining. You always remember it with some regrets. Maybe the progress that we've had has wiped all that out and other people won't have a chance to regret it, but I remember it anyhow with a

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pleasurable regret.

MURROW: I seem to recognize an old friend hanging there behind you.

BENTON: Yes, that's our mutual friend, Carl Sandburg. Carl was out here two or three years ago. He said he'd like to have a little quiet. He was composing a piece for something or other, an essay, I believe, and I said, "Well, come over to my studio and while you work, I'll paint your portrait." So he came over but he never stopped talking all the time he was there and I had an awful time keeping him still. I don't think Carl has ever seen that portrait because I finished it after he left.

MURROW: Well, I hope he's looking at it tonight. You painted it---

BENTON: I hope he is, too, and if he is, God bless him.

MURROW: You painted it a couple of years ago, you say, Tom?

BENTON: Two or three years ago. I've forgotten just when.

MURROW: It's a very fine picture. Tom, the two of us have been doing a fair amount of talking. Are there any other talking Bentons at home tonight?

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BENTON: Oh, yes, we have others. If you'll just follow me, Ed, we'll get down there and find them.

MURROW: It's a very unusual stairway, isn't it?

BENTON: Yes, it is, Ed, for an old-fashioned house, this chimney coming up in the middle of it. That's one of the things that attracted us to it 20 years ago. It's an old-fashioned house, and most of us, possibly except my daughter, are old-fashioned too. Now I'm going to introduce you to Mrs. Benton, Rita, and Jessie, our daughter.

MURROW: Good evening, Mrs. Benton.

MRS. BENTON: Good evening, Mr. Murrow.

MURROW: Good evening, Jessie.

JESSIE: Good evening.

MURROW: Mrs. Benton, are you often called on to assist Tom in his work?

MRS. BENTON: No, I'm never -- I never assist him in his work.

MURROW: You just handle the business end of affairs. Is that right?

MRS. BENTON: That's right. Occasionally I make frames.

MURROW: Jessie?

JESSIE: Yes?

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MURROW: Jessie?

JESSIE: Yes?

MURROW: I've been told that you're now an established professional folk singer. Is that right?

JESSIE: Well, that's -- to a certain extent. I worked this summer professionally, but that's just about all. I sing here and there.

MURROW: Do you think we could hear a little authentic Missouri folk music?

JESSIE: Yes. Just a moment.

BENTON: My wife -- I want to say that Mrs. Benton does all the business here, Ed.

MURROW: I was sure she did, Tom.

JESSIE: (Singing and playing guitar) "Poor little turtledove, settin' in a pine. Morning forges on, true love, as I did once for mine -- for mine. As I did once for mine. I didn't love in the fall. I loved in the spring. But I'm gonna marry a pretty little boy who wears a silver ring -- a ring -- who wears a silver ring."

MURROW: Thank you very much, Jessie. I'm sure everyone at Radcliff is proud of you and recording companies will be knocking on your door tomorrow. Thank youvery much.

Mrs. Benton, where's the rest of your family?

MRS. BENTON: We have a son, Teepee. He now lives on Martha's Vineyard. He's writinga novel. He's been there

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MRS. BENTON: We have a son, Teepee. He now lives
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all winter.

BENTON: He was a professional musician for four years. First flute in the Florida Symphony. He decided to take a little time off and write.

MRS. BENTON: That's right.

MURROW: Good for him. Tom, what paintings do you have hanging in your home?

BENTON: Well, it's mostly family paintings, paintings that people rarely see because they're never set out on exhibition. Over here we have one of the son we were just talking about when he was 11 years old with his dog. Over here we have the same son with his mommy when he was a year-and-a-half old. Then over here we have our singer, Jessie, when she was 9 years old, and above it myself when I was younger than I am now.

MURROW: You looked kind of fierce then, didn't you?

BENTON: Well, in 1925 I had no money. I had a right to be fierce.

MURROW: Tell me, what Thomas Hart Benton creation is in the works now?

BENTON: Well, there's plenty in the works. If you want to see it, you'll follow me.

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MURROW: Good.

BENTON: Jessie and Rita, we'll see you later.

MRS. BENTON: Okay.

BENTON: We're off to the studio.

JESSIE: Come here, Jones.

BENTON: Look out, Jones.

MURROW: How much time do you spend in your studio?

BENTON: Well, I spend all the daylight hours there, Ed, every day, seven days a week. I have to to get the stuff done.

MURROW: Do you ever have any young apprentice artists to help you out these days?

BENTON: I have no young apprentice artists. The young artists these days have been taught in schools and their own individual souls are so important that they might damage them if they come and help an old fellow like me, an old-fashioned painter. That's the great trouble with modern teaching. Everybody has too much of a soul.

MURROW: Well, this studio really looks worked in.

BENTON: It is worked in. Two projects -- big projects -- going on here at once. Here is one, a cartoon rather, for the New York State Power Authority. This picture

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finished will be seven feet high and 20 feet long. Over here you see one also in process for the Truman Memorial Library. This is 20 feet high and 32 feet long when it's finished. So these are things that cost you a little work.

MURROW: Very interesting. Tom, it looks pretty complicated from here. Just how do you go about doing a mural or does every artist have a different technique?

BENTON: Well, very few today have my techniques. The beginning is like this: Sheets of paper. Not just this that I've got in my hands. These are just a few that came out of hundreds that looked like they were workable after I get a general idea. Mind you, these are subject pictures. They're not just arbitrary expressions. They have to express something very specific and represent something very specific.

MURROW: Yes.

BENTON: And also because I want to make them very realistic and projected in deep space like the real world is, I make a sculptured model of it. Here is an example of these sculptured models. This is for the Truman mural. The square you see in the center of it represents the door, which enters into another room, over which the general design climbs.

MURROW: Oh, yes.

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BENTON: The purpose of such a thing as that is to

increase the three-dimensionality of the finished job.

MURROW: Now, after you have done that, what happens next?

BENTON: Next step -- and this is the next step you see right here on the floor -- is an attempt to get that general three-dimensional idea on a flat area and in a moderate scale. That's the first rough step in the mural, after the clay model is made. That means, of course, the third step in designing the whole thing. Now, the piece that we have just seen up here in passing, is an elaboration of that other sketch in which now I am using live models---

MURROW: Yes?

BENTON: ---as the final models, but to find out what's possible in action for human beings under certain kind of perspectives; also to determine the exact sizes of the figures and the exact perspectives in which all objects will occur. After this, then there is one more step which will be similar to the one which you saw before that I made for the Power Authority, a sketch which is four inches to the square foot. I will make one for this which will be about five inches to the square foot, which will permit me to put all of the detailed drawing in it. After that step, there will be the transfers of the drawing to the wall, and then getting on the

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scaffolding and painting the picture.

MURROW: Out in the library, and I predict that President Truman will be up on that scaffold with you.

BENTON: I have no doubt that he will. He may be able to climb it better than I am. If you have ever been out in the library with him, I think you would agree with me that he can probably outdistance you in climbing.

MURROW: That is probably quite true. Do you see much of him?

BENTON: Well, I don't. He's busy with his own projects, and I'm busy with -- not with mine, I'm busy with his projects too. I don't have time.

MURROW: Tom, frequently in the past you've criticized the American art scene. How does it look to you now?

BENTON: Well now, Ed, in so far as I, personally, am concerned, the art scene is good, but coming out here, you know I told you I couldn't get any assistance.

MURROW: Yes?

BENTON: It's very hard to get people -- trained draftsmen -- to help you with this kind of thing. From that point of view the world looks bad. I really think the artist has all this century tended to run away from any kind of meanings, and along with that, he's also running away from the

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training which would have made it possible for him to communicate meanings. Now, all of these things are abstractions, but they're not abstractions without meaning.

MURROW: Tom, in your opinion, where does the trouble lie? The art schools? The museums?

BENTON: No, sir, you know I think it's the concept of art that's just entertainment -- invention and entertainment. The great artists -- i.e., the highly publicized artists of this day, and I mean all of them, all of them practically, are entertainers rather than creative artists. They're inventors of various kinds of entertaining gadgets. That's quite a different thing from creating a form in which people can find meanings to make life a little bit more valuable. It's all right to be entertained. I like vaudeville stuff myself. But I can't take modern art very seriously.

MURROW: Thank you very much, Tom Benton, for letting us come tonight. It's been very pleasant, indeed. Thank you, sir, and will you say good night to Mrs. Benton and to Jessie? Good night.

BENTON: I will.

MURROW: Good night. Thank you again, sir.

BENTON: Good night, Ed.

MURROW: I'll be back in a moment to tell you

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BENTON: I will.

MURROW: Good night. Thank you again, sir.

BENTON: Good night, Ed.

MURROW: I'll be back in a moment to tell you

about next week's guests right after a word from Bob Wright speaking for Kent.

(Commercial)

MURROW: Next week in the spirit of a new season of baseball, we'll be calling on Mrs. Babe Ruth, widow of one of the game's greatest players. Mrs. Ruth, who still lives in the same New York apartment she shared for so many years with her husband, has lost none of her interest or enthusiasm for baseball, and just about every room in her home reflects this.

Next week we'll also be calling on writer Cleveland Emery and his wife. Mr. Emery has devoted much of his efforts to a serious study of high society, having written such best selling books as "The Proper Bostonian" and "The Last Resort."

There are some of the people who made tonight's program possible.

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(Commercial)

MURROW: Mrs. Babe Ruth was married to baseball's greatest hero exactly 30 years ago today. They'd been married almost 20 years when the Babe died in August of 1948.

Claire Hudson Ruth came to New York from Georgia in the early 1920's where she worked as a model and actress on Broadway. She became interested in baseball because of a friend and fellow Georgian by the name of Ty Cobb. One day while attending a baseball game, she met Babe Ruth, and as she puts it, "The girl from the South married the biggest Yankee of them all."

There are two daughters in the Ruth family, now married with families of their own. Mrs. Babe Ruth still lives in the same apartment where she and Babe lived the last five years of his life. It's on the upper West Side of Manhattan on Riverside Drive.

Good evening, Mrs. Ruth.

MRS. RUTH: Good evening, Mr. Murrow.

MURROW: I remember the first sentence in your book says -- the book called "The Babe And I" -- it reads: "I am a lady in love with a legend." Would you say the legend is still growing?

MRS. RUTH: Yes, Mr. Murrow, the legend is still growing, but the reason I wrote the book was to separate the

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facts from the legend.

MURROW: By the way, Mrs. Ruth, you and Bill Slocum certainly did an excellent job on that book. How is it going?

MRS. RUTH: Well, it's going fine. It's now in its second edition and in 180 newspapers.

MURROW: You mentioned in the book, legend and facts about Babe. It's been said that he was quite extravagant. Fact or fiction?

MRS. RUTH: Well, that was a fact. Babe was very extravagant. I only know what I read in the papers, but I think that after he met me, and we talked it over, he realized the value of a dollar and quite easily settled down.

MURROW: Also that he had a constant battle with the calories. Fact or legend?

MRS. RUTH: That's a fact. Babe had to fight his weight all of his life to keep in shape to play baseball.

MURROW: And also that he was a bit temperamental. Right or wrong?

MRS. RUTH: Well, that's right. After all, what baseball player isn't temperamental. He would blow his top from time to time, but it was all over in five or ten minutes. He was just a happy-go-lucky fellow, and he never did carry a

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MURROW: Well, I know the Babe was especially fond of youngsters. Were there any grandchildren in the family while he was still alive?

MRS. RUTH: Yes. Dorothy had a son and a daughter while Babe was living, and now, Mr. Murrow, I want you to know my daughter, Mrs. Vince Stevens, and little Tammy, down visiting me from New Hampshire.

MURROW: Good evening, Mrs. Stevens.

MRS. STEVENS: Good evening, Mr. Murrow.

MURROW: Good evening, Tammy.

TAMMY: Good evening, Mr. Murrow.

MURROW: How was the winter up in New Hampshire, Mrs. Stevens?

MRS. STEVENS: Oh, it was a rugged winter. Bitterly cold for long, long periods and all I can say is I'm glad it's over.

MURROW: Tammy?

TAMMY: Yes?

MURROW: Are you a baseball fan?

TAMMY: Yes.

MURROW: You like it, do you?

TAMMY: Yes.

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TAMMY: Yes?

MURROW: Are you a baseball fan?

TAMMY: Yes.

MURROW: You like it, do you?

TAMMY: Yes.

MURROW: Now, tell me, which do you like better, New York or New Hampshire?

TAMMY: New York.

MURROW: Why?

TAMMY: Because---

MRS. STEVENS: Because there's lots of neighbors.

TAMMY: Because there's lots of neighbors in the same block and it saves all the bother of going -- of driving off to another---

MRS. STEVENS: Place.

TAMMY: ---place.

MRS. STEVENS: And not only that, Mr. Murrow, but his girlfriend lives right across the hall, little Marcia, and he had dinner with her this evening, too.

MURROW: Oh, wonderful. Did you have any spinach?

TAMMY: Yes.

MURROW: Do you like it?

TAMMY: No.

MURROW: Well, that explains everything. Mrs. Ruth, as I understand it, you contributed the furnishings for a Babe Ruth Home in the museum up at Cooperstown, but you must have kept some of the Babe's personal effects in your own home, didn't you?

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MRS. RUTH: Yes, I did, Mr. Murrow. I kept some things that, really, I could not part with, and this is a portrait of Babe done in needlepoint. It is an excellent likeness, and he was very proud of it and so am I. There were four vases given as top prizes on our trip to Japan, and this, of course, the picture, was done in ? . This vase here was for the most home runs. This one was for the most extra base hits, and this one over here was presented to Babe for the highest batting average. And these two dolls, the Japanese bride and the Japanese bridesmaid, were presented to Babe by the royal family, and, of course, he felt that was very nice.

MURROW: Mrs. Ruth, getting back to legend and fact, I had heard that Babe was superstitious so far as baseball was concerned. Was that right?

MRS. RUTH: Well, it certainly is correct because did you ever meet a baseball player that wasn't superstitious? At least I know that I never have. Now, here is -- I think the Babe called it a totem pole.

MURROW: Yes.

MRS. RUTH: I really do not know what it was, but anyway, it's hand-carved, and it was always on top of Babe's locker, and he thought that it brought him luck. Anyway, he

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MURROW: Do you think anybody in baseball today will break his record?

MRS. RUTH: Well, Mr. Murrow, the man that I would think that could break it would be Mickey Mantle on account of his youth and his switch-hitting. After all, Babe's record has stood for 32 years, and that is almost a record within itself.

MURROW: Mrs. Ruth, do you still hear from Babe's old fans?

MRS. RUTH: Yes, I hear from quite a number of Babe's old fans that saw him play in his highlights, but most of my mail comes from children; children that were born long

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after Babe's death, and, of course, the only way that I can give them autographs was, I had a number of checks, and, in fact, it went into the thousands, and I'm sorry that my supply is now running low, but I have only a few left and it makes me very happy that I can make some little child happy with Babe's signature.

MURROW: Well, it must be a real satisfaction to correspond with so many people who care. Mrs. Ruth, what else keeps you occupied these days?

MRS. RUTH: Well, Mr. Murrow, I do a great deal of work on the Cancer Crusade, and also with the Babe Ruth League, and if you will come in here, I will show to you Babe's bedroom. It is just exactly the same as it was when he occupied it. Nothing at all has been changed. The same big, old-fashioned bed, the old-fashioned furniture as you see here, and I just kept it for sentimental reasons and can see no reason for making any change.

MURROW: How did your husband like to spend his quiet hours away from the sports world?

MRS. RUTH: Well, Babe was a great radio fan, and we didn't go out very much, and when we had company and entertained, it was usually in our home, and he was, well, it just reminds me of a story. Once when Mr. Walsh was up here --

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Christy Walsh, Babe's syndicate manager -- and he had a terrific contract for Babe to sign, and so Babe said, "Well," he said, "You talk it over with Claire. I've got to go in and look at the Lone Ranger." So it was a contract involving $100,000, but it was to endorse whisky, which Babe refused to do on account of it being a bad influence for the youth of our country.

MURROW: Mrs. Ruth, you are also interested in cancer research, I believe, aren't you?

MRS. RUTH: I do a great deal of work for cancer, yes, and, of course, the Babe Ruth League, which was 1953. We now have some 200,000 boys wearing the Babe Ruth uniform, over 2200 leagues, and, of course, their inspiration was Babe, and this is the way that he spent the last years of his life.

MURROW: That's a wonderful composite picture. Well, Mrs. Ruth, television has certainly had an impact on baseball in the past few years. Do you suppose Babe would be a living room coach if he were here today watching the games on television?

MRS. RUTH: Well, I hardly think so, Mr. Murrow. In the first place, Babe could hardly see himself out of baseball because when he was no longer able to play, he thought he had so much to give to the game, and, of course, when he quit

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MURROW: Mrs. Ruth, I finished reading your book, "The Babe And I" last night. I wonder if you would read that last paragraph from the book.

MRS. RUTH: I would be most happy to. "I thought I was the only one who loved him. Now I know I wasn't. A nation loved him, not just because he hit 714 home runs, and did all sorts of wonderful things on a baseball field, but because the people sensed that he was one of them. He had their faith and their weaknesses. They loved him because he was, above all else, a great human being." And they were so very right.

MURROW: Well, Mrs. Ruth, as the wife of such a public idol as Babe, the lack of anonymity must have been a problem at times, wasn't it?

MRS. RUTH: Well, it certainly was, and we lived a very plain life. Of course, Babe kind of loved the country, but I thought that the protection of a home and an apartment in New York City would suit him very much better than living in the country where he wouldn't have very much privacy at all.

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MURROW: Well, I'm sure that a lot of people wanted to be able to boast that they actually shook hands with Babe Ruth, didn't they?

MRS. RUTH: Yes, that's true, Mr. Murrow, and Babe always laughed and told about playing in the Yankee Stadium to a jammed packed house, and an old man walked up to him and beckoned him over to his box, and he said, "Babe," he says, "do you remember me?" He said, "I shook hands with you 20 years ago in Chicago." And Babe said, "Well, I certainly do. It's nice to see you again."

MURROW: Well, Mrs. Babe Ruth, thank you very much for letting us come tonight and will you say good night to Julie and also to Tammy for us?

MRS. RUTH: I certainly will.

MURROW: Good night. Thank you again.

MRS. RUTH: Good night, Mr. Murrow.

MURROW: Good night. In just a moment we'll take you for a visit with author Cleveland Amory and his wife right after a word from Bob Wright speaking for Kent.

(Commercial)

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Although Cleveland Amory's assignments take him all over the world, for the past six years he has lived in an apartment in this building on the East Side of Manhattan with his wife, Martha, and their 14-year-old daughter.

Evening, Martha.

MRS. AMORY: Good evening, Ed. Welcome.

MURROW: Thank you. Evening, Cleveland.

AMORY: Good evening, Ed.

MURROW: Martha, Cleveland has sometimes been called the most controversial reporter of the social scene. Now, tell me, is that by accident or design?

MRS. AMORY: Well, Ed, I don't know. I think that society is pretty controversial anyway, and I think society themselves think it's controversial, so I think it's pretty

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AMORY: I developed rebellious tendencies kind of early, Ed. I went to Milton Academy, and in the spring of my senior year at Milton, I wrote for catalogs to other colleges. When these began to pour in, there was one from Stanford. It was located in the West. Now, I was familiar with the West. I had an aunt in Denham and a cousin in Needham, but this particular catalog occupied my attention. It showed boys and girls together, and it was -- I was just engaged in rapt attention at this thing, when my father chanced to see it over my shoulder. "Bah!" he said, so I went to Harvard.

MURROW: Cleveland, just what directed your interests to society?

AMORY: Well, I think, Ed, that I was brought up in this resort of Nahan outside of Boston. If you were not born there, you are mispronouncing it. It was a kind of a nice simple Boston way of life. It had such street picnics and croquet in the early evening. Everything was very simple, but across the way we used to hear tales of a simply terrible place aptly enough called Newport. It was really frightful what we heard about it. I don't think on this program it would be any place to repeat those tales. Ed, they spent their money.

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MURROW: They spent their money? So you went to look. Is that right?

AMORY: I wanted to see it.

MURROW: Martha, are you a Bostonian too?

MRS. AMORY: No, I'm not a Bostonian, Ed. I was born in New York, and raised in Greenwich, Connecticut, and my father was William Hodge, the actor, who wrote his plays, produced them, starred in them. He wrote 27 plays and never had a failure. And my mother was also a star. And when I first went into the theater, the very first thing that ever was said to me was: "You'll never be as beautiful as your mother, and I doubt if you'll be as good an actress as your father." But to get back to whether I was born in Boston, don't you know Bostonians never marry Bostonians?

AMORY: We can't, Ed. We have to spread the culture.

MRS. AMORY: You see, you can't win.

MURROW: Martha, would you say Cleveland has just been guilty of the snobbery he complains about so often?

MRS. AMORY: Well, can we call it reverse snobbery?

MURROW: Cleveland, just what is historian Amory's definition of a snob anyway?

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AMORY: Well, I have an old book here, Ed, that has a rather interesting definition in it. The word originally meant a cobbler's helper, and then it came to mean anyone ashamed of that lowly position. But only very recently did it become a word meaning anybody ashamed of anybody else. So you can see that -- well, I don't know whether there are more or less snobs, actually, in the world today. I think I see a lot of encouraging signs. I could find a good family, Ed, as a good family is one that used to be better.

MURROW: Well, I know on occasion you have been asked to ghostwrite a few books. Is that right?

AMORY: Yes, I have. These have come to me from time to time. I think what you are referring to specifically might be her late Majesty, the Duchess of Windsor.

MURROW: Might be.

AMORY: I want to give the line here to the person who coined it. My wife, Martha, coined the line, "You can't make the Duchess of Windsor into a Rebecca of Sunnybrook Farm."

MRS. AMORY: Yes, but you said something that had a great deal of integrity about it, too, and I laud you for saying that you would omit facts but you wouldn't distort.

AMORY: Well, there were a lot of other ones, actually, Ed, that came along that I've had at least conver-

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MURROW: It is indeed.

AMORY: And the trouble with them, those kinds of books, to me is that I sometimes wonder what ever happened to plain old biography with no "auto" at all.

MURROW: Tell me, does writing occupy most of your time, or do you occasionally take time off for other things?

MRS. AMORY: Oh, Cleveland's a great Red Sox fan. He loves baseball, and, of course, he'svery happy tonight that the Red Sox won.

AMORY: But I think I used to be on the safe side, Ed. I'm bringing up my daughter to be a Yankee fan. It's a happier life.

MURROW: You're quite a chess player, too, aren't you?

AMORY: I have a real hobby, I think, to show you. I'd very much like to show you this one.

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AMORY: I love chess and I have a sort of idea of

trying to get one chess set from every country in the world. I don't know whether I'm going to ever achieve that goal, but I would like to show you here some rather interesting sets. This one comes from the collection of Mr. J. Leff in Uniontown, Pennsylvania. It was carved in 1918, and it is a white Russian vs. Red Russian propaganda set. I don't know if you can see here, but the knights on the white Russian side have ass' ears, whereas, of course, the red Russians are so noble you just can't bear it. This set here is an Eskimo set and the queen has a papoose. This set is from the Cameroons in Africa, and it is another very attractive set. This set came from Ruth Chatterton, and it is a very handsome little French set. This set was brought to me from India by Arnold Weissberger and it is one of my very favorites. This set came from Mr. Max Hess in Allentown, Pennsylvania, and it is a rather remarkable Chinese set with the interior ball carvings. This final set from the Karlbach Galleries is probably the finest example of an Indian set. The game originated in India, as you know.

MURROW: Martha, are you a chess player, too?

MRS. AMORY: I'm a very good chess kibitzer, but I do love playing chess. I haven't the concentration to get through the entire game. I like the openings and I like the

trying to get one chess set from every country in the world. I don't know whether I'm going to ever achieve that goal, but I would like to show you here some rather interesting sets. This one comes from the collection of Mr. J. Leff in Uniontown, Pennsylvania. It was carved in 1918, and it is a white Russian vs. Red Russian propaganda set. I don't know if you can see here, but the knights on the white Russian side have ass' ears, whereas, of course, the red Russians are so noble you just can't bear it. This set here is an Eskimo set and the queen has a pappoose. This set is from the Cameroons in Africa, and it is another very attractive set. This set came from Ruth Chatterton, and it is a very handsome little French set. This set was brought to me from India by Arnold Weissberger and it is one of my very favorites. This set came from Mr. Max Hess in Allentown, Pennsylvania, and it is a rather remarkable Chinese set with the interior ball carvings. This final set from the Karlbach Galleries is probably the finest example of an Indian set. The game originated in India, as you know.

MURROW: Martha, are you a chess player, too?

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end games, and I love to have Cleveland come back and show me where he got in a tight spot and look on and say, "Why didn't you do this? That might have been better."

AMORY: For this last set, though, Ed, this is -- I would like to mention -- a three dimensional set, but to do that I think we should bring in the new generation because this is part of their world. My daughter, Gail.

MURROW: Good evening, Gail.

GAIL: Good evening, Mr. Murrow.

MRS. AMORY: Isn't this an exciting set? We adore it. We think it's very dramatic and fun and wonderful and our (Name mentioned) ~~grand Abigail~~ made it and it's the only set of its kind. There are three three dimensional sets in the world, but this is the first that has been made as a piece of furniture, and it's heaven. It's wonderful even if you don't play. You can look down into it and you think you're doing deep sea fishing or something. Try and tell Ed a little bit about it if you can, about the moves. Gail does understand it and can play this.

MURROW: That's more than I do. Go ahead, Gail.

GAIL: Well, there are eight boards instead of one--

MURROW: Yes?

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AMORY: And I also would like to point out, Ed, herethat these cases that you may be able to see, in three dimensional chess there are four brand new pieces. That is a favorite, a fool, a hypogriffe, and an archbishop, and all of these can move, well, in a great many different directions.

MURROW: How long does it take to finish a game?

AMORY: We've never finished one yet.

MRS. AMORY: You come back in a year. We'll have completed the game.

MURROW: All right.

AMORY: It is actually the only one in the world, this particular---

MRS. AMORY: Don't you think it's pretty? I just love it.

MURROW: Beautiful.

MRS. AMORY: It's a wonderful one, and it's all sort of aquamarine and blue inside too.

MURROW: Well, aside from playing chess, you work at home, don't you?

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MRS. AMORY: Oh, yes. Would you like to see where Cleveland works?

MURROW: Um, hm.

MRS. AMORY: All right, let's go. We'll see you, Gail. You concentrate on those.

MURROW: Good night, Gail.

GAIL: Good night.

MRS. AMORY: And, Ed, this is our lovely carousel horse. I love it anyway, and when I get too much of chess, I escape. This is my little carousel horse that we got on the Riviera. And here is where Cleveland works, and I think it's a wonderful, big, lovely study, and he has a stand-up desk, mainly, I think, because he can move around, and a target is more difficult to get at if it's moving.

MURROW: Cleveland, is that your research material behind you there?

AMORY: Well, my work actually, Ed, is a sort of a combination of personal and book research. It's a link of the past. I like to be in this room tonight particularly because, as you know, It's National Library Week---

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build private libraries. I know that I feel my biggest honor that has ever come my way was when the New York Public Library called me and asked if they thought they should proceed with a collection in my field, and I felt in that way responsible for future generations, which I think is the feeling books give you. I love books and I would perhaps like to point out a couple of them to you. This room was actually modeled on the library of Mr. E. ~~Degelie~~ De Golyer in Texas, who is known as "The Texan who could read." He had about 11,000 books in one room, and I asked him once what was the best book he ever read, and he said, "This book here," which is a "History of Warfare of Science with Theology in Christendom."

MRS. AMORY: It's really a beautiful book. It's not as stuffy as it sounds.

AMORY: It's by Andrew Dickson White, who made it with Ezra Cornell, who started Cornell University, and it took 29 years to write. Up there is a book by Mr. Powell, the librarian in the University of California, and up beside it is a little book called, "Comfort Found In Good Old Books" by a man who literally in his whole life had found no solace when his only son died and he finally turned to books. Books are the most lasting thing. While I like writing for magazines, and do a good deal for THE SATURDAY REVIEW and THE NEW

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YORK TIMES and others, I think books are my first love.

MURROW: Do you feel that today people take society as seriously as they once did, Cleveland?

AMORY: No, I don't, Ed. I think that the whole caliber of it has changed, and the whole word itself has changed. I am working now on a project with Mr. Earl Blackwell and Mr. Bennett Cerf and some others with Mr. Sidney Cohen as editor, and what we are trying to do is an international celebrity register. It's the first sort of frontal assault on the social register, and I think society and the word has changed from what they used to call the 400 to what might be now called the 4,000.

MRS. AMORY: Darling, don't forget my very favorite project that you're on, "The Dancing Master." I love it.

AMORY: Well, that's a musical comedy that we're doing for Kenneth Blumgarten and Morton DeGarfter and we're looking forward to that very much.

MURROW: Well, much luck with it. Thank you very much, Martha. Thank you, Cleveland.

MRS. AMORY: Good night and thank you.

MURROW: Good night and thank you for letting us come.

AMORY: Good night.

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MURROW: Good night. I'll be back in a moment to tell you about next week's guests, right after a word from Revlon.

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MURROW: Next week we'll be visiting with the President-elect of the American Bar Association, attorney Whitney North Seymour and his wife. We'll also be calling on one of the world's great violinists, Isaac Stern and his wife, here in New York.

There are some of the people who made tonight's program possible.

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MURROW: Whitney North Seymour is the president-elect of the American Bar Association. He takes office as president in August of 1960. That will be another step in the 35 years he has devoted to the law and its problems.

Mr. Seymour has served as a law teacher and as an Assistant Solicitor-General of the United States. That was in the Hoover Administration. He's been a senior partner in one of New York's leading law firms, and specialized in anti-trust cases for something like the last 20 years.

Whitney North Seymour was born in Chicago 58 years ago; graduated from the University of Wisconsin; received his law degree at Columbia, and served in such diverse groups as The Society of American Magicians, Carnegie Endowment for International Peace, and New York's Municipal Art Society. All this from a man who lists among his early jobs carrying a spear for Sarah Bernhard, and services arranger at Yellowstone Park where he insists he was a grizzly bear guard at Old Faithful.

For the past 35 years, Mr. and Mrs. Seymour have lived in that dark colored house in Greenwich Village here in New York. According to their best estimates, the house is over 150 years old.

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SEYMOUR: Good evening, Ed.

MURROW: You know, sir, I can't help wondering whether your early experience as a spear carrier and a grizzly bear guard has been of any real help to you in the legal profession.

SEYMOUR: Well, fortunately, most of my professional brethren don't use spears, and very few of them behave like bears.

MURROW: It sounds to me like an evasive answer.

SEYMOUR: It is.

MURROW: Well, in checking the long list of legal groups you've served on, or headed in the past, I was struck with the absence of any reference to an elected public office. Is that correct?

SEYMOUR: Well, I only ran for one. When I was at Wisconsin I ran for president of the senior class, and my opponent was a very attractive young man, whose name was Frederic Fickle. He's since become a very famous actor under the name of Frederic March.

MURROW: Oh, yes.

SEYMOUR: And when we campaigned for the sorority vote, I campaigned on careers for women, and he campaigned on things that women seemed to be much more interested in,

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MURROW: Tell me, did Mrs. Seymour participate in that election?

SEYMOUR: No, she came to Wisconsin for summer school after the election from Huntington, West Virginia. Darling?

MRS. SEYMOUR: Yes?

SEYMOUR: Are you through primping?

MRS. SEYMOUR: Yes, dear.

MURROW: Good evening, Mrs. Seymour.

MRS. SEYMOUR: Good evening, Mr. Murrow.

MURROW: I know your husband is constantly traveling on his law firm's business, and the Bar Association business. Do you generally go with him?

MRS. SEYMOUR: Oh, always. I've become the greatest ~~boss~~ of the American Bar Association.

SEYMOUR: She's got more friends of men over 70 than any other woman I know.

MRS. SEYMOUR: Well, unfortunately, a lot of them are dying off.

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SEYMOUR: As you know, Ed, the English lawyers are invited to come over here in 1960.

MURROW: Yes, I do. Mr. Seymour, your father was a lawyer. Was that your boyhood ambition?

SEYMOUR: Well, I started in as an archeologist when I was a boy. I collected Indian arrowheads -- this was in Wisconsin -- and I wrote a very learned article when I was 15, which was entitled, "The scientific and correct method of opening Indian mounds," which had a very small circulation.

MURROW: And then did you give up collecting arrowheads?

SEYMOUR: I did.

MRS. SEYMOUR: He gave up collecting arrowheads, but didn't stop collecting. We've been through old guns, shaving mugs, mechanical banks. The house just burst at the seams. I had to stop him.

SEYMOUR: There's still some of the banks around, and here are a couple that I thought you might like to see work. This is the kicking mule bank, and this is the Tammany bank, which has a little action when money is put in it.

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MURROW: Tell me, is that the sort of thing that qualified you for the Society of Magicians?

SEYMOUR: Well, I was qualified by being a very poor amateur magician as a boy. I never sawed a woman in half, but my youngest son became a very good amateur magician.

MRS. SEYMOUR: He---

MURROW: Mrs.---

MRS. SEYMOUR: Excuse me.

MURROW: Excuse me. I was just going to ask, Mrs. Seymour, where are the boys now?

MRS. SEYMOUR: Well, one of them, the elder one, Whitney, Jr., commonly known as Mike, is practicing law in New York. The younger one, Thadeus, is dean-elect at Dartmouth College and lives in Hanover with his four children. I might add that we have two grandchildren in New York, too.

MURROW: Mr. Seymour, most of your non-legal interests seem to have been sort of indoor activities: reading, I can see, and collecting things. Are you interested in any outdoor sports at all?

SEYMOUR: Well, I've never done anything in athletics. I'm a very, very poor golfer, and my outside sports are chiefly walking and conversation.

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MURROW: Sure.

SEYMOUR: Well, you know, when you talk with somebody like Judge Leonard Hand, the conversational exercise is like climbing a high mountain peak.

MURROW: It is indeed. And is your walking generally aimless, or do you always---

SEYMOUR: Well, we walk around New York. We try to see the beautiful old things in New York. Lately, as you probably know, the Municipal Art Society---

MRS. SEYMOUR: Pardon me, darling. You go on in. I want to go and look for this. I'll be in in a minute.

SEYMOUR: The Municipal Art Society has been organizing walks around New York to see some of the fine old things. Things like City Hall, one of the most beautiful buildings in America. Grace Church and St. Paul's, two of the landmarks in New York, and on one of our walks we looked at that Seward statue in Madison Square where the head is the head of Seward and the body was a spare body of Lincoln.

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MURROW: Well, then it would be fair to say that the Seymour family has witnessed the growth of the nation since 1776. Right?

SEYMOUR: Yes, and before that. Of course, all Americans, whenever they came here, are very much interested in the celebration which we're going to have a week from today of Law Day, U.S.A., which was celebrated for the first time last year.

MURROW: Well, Mr. Seymour, the fact that Law Day falls also on May 1, the same day the Communist countries celebrate May Day, that isn't by accident, is it?

SEYMOUR: No, of course not. It seemed to those who established Law Day that the contrast between the May Day celebrated by the Communists, and the celebration of a rule of law would make a point for our people and for the world, and so Law Day U.S.A. was devised and proclaimed by the

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President. It emphasizes some things about our system and the contrast with the Communist system. First, that ours is a government of laws and not of men, which means there's no room for the exercise of arbitrary power under our system. Then it's our belief in the doctrine of equal justice under law, the motto which is on the Supreme Court Building in Washington, meaning, of course, that the poor and the rich get equal justice in our courts, the thing which the lawyers are trying to see to by their encouragement of legal aid, and all these things relate also the Bill of Rights and the great freedoms which it guarantees. Freedom of speech, and press, and of religion, and their correlative rights: the right to hear, and the right to read. And when we think of what's happened in Hungary, and what has just happened in Tibet, the contrast between the Communist May Day and our Law Day becomes entirely clear.

MURROW: Well, Mr. Seymour, just how does the American Bar Association remind the nation of this each year?

SEYMOUR: Well, last year there were 20,000 celebrations over the country. This year we hope there will be many more. They are conducted in courthouses and in schools and in public buildings. We hope all citizens will partici-

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MURROW: Well, sir, with your interest in explaining the importance of law to the nation, I wonder what your feelings are on the suggestion that this might be done through yet another means: by permitting television cameras in courtrooms during trials.

SEYMOUR: Well, Ed, as you know, there is a little difference of opinion between the lawyers and the broadcasters on this subject.

MURROW: I do.

SEYMOUR: Canon 35 of the Canons of Judicial Ethics forbids the use of television, broadcasting, and photography in courtrooms, and we are now engaged through a committee of the American Bar Association, and I hope in cooperation with the media, in exploring what the real facts are as to the effect of the use of such media on trials. All of us are interested in preserving fair trials.

MURROW: I wonder if Mrs. Seymour has found what

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MURROW: I wonder if Mrs. Seymour has found what

she went looking for.

MRS. SEYMOUR: It took some doing but I found it.

MURROW: What is it?

MRS. SEYMOUR: It is the cup he won for pitching horseshoes in Bermuda when he defeated the island champion, who was also a policeman, and he claims he's never gone in for organized sports.

MURROW: Is that his sole athletic trophy?

MRS. SEYMOUR: That is his sole athletic trophy. I'm very proud of it. He tucked it away.

SEYMOUR: I think I must add that it wasn't real athletic prowess even then. Our boys, who were then 11 and 6, heckled my opponent so severely that his nerves became frayed and he lost the contest.

MURROW: Hardly judicial procedure, was it?

SEYMOUR: No, it wasn't.

MURROW: Mr. Seymour, in your long and varied experience, with the law, was there any one case, any one task, that gave you special satisfaction?

SEYMOUR: Well, I think that the most exciting thing I ever did was to spend two years in the Solicitor-General's office arguing cases in the Supreme Court for the government in 1931 to 1933, and in those years we got to know

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Holmes, and Brandeis, and Cardozo, Stone, and Hughes and Roberts among other judges, and they were among the greatest judges that ever sat on the court. And in those days in Washington, life was rather informal, and on Monday afternoons most of the justices would entertain at tea, and it was very simple to get to know them very well, and when we went to see them, we spared them a discussion of judicial philosophy, which I am afraid a lot of people wanted to talk to them about, and we just gossiped with them, and we found that fun and we rather thought they did.

MURROW: Well, those must have been very enjoyable years for you, too, Mrs. Seymour.

MRS. SEYMOUR: They were wonderful, but my greatest thrill came when I had tea for the first time with Mr. Justice Holmes. Mrs. Holmes had died so that there was no regular tea day for them, and the men were all going all the time, but no women. One day I said to Justice Stone that I really regretted it. I had talked to Mr. Justice Holmes a great many times, but always outside the court. The next day his secretary called and invited me to tea, and it was terrific. He was all dressed up. And this continued until we left Washington twice a year, and each time, even after he had retired, he would be in full cutaway, very dapper, but

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with a bright red tie. It's a sight, until you've seen it, you just can't believe.

MURROW: What a wonderful experience.

MRS. SEYMOUR: Oh, it was.

MURROW: Mr. Seymour, in reference to today's Supreme Court, many people seem to feel that the American Bar Association has in some measure attacked the Supreme Court recently.

SEYMOUR: Well, I think that's a misinterpretation of the action. The parliamentary situation was complicated, and I don't blame anybody for misunderstanding it, but the American Bar Association did not attack the Supreme Court. It made it clear that, on the contrary, it had a very high regard for the position of the court as a defender of the Bill of Rights, and that it recognized the obligation of the bar to support and defend the independence of the judiciary, so that I think that is a misinterpretation of the American Bar Association action.

MURROW: Thank you very much, Mr. Seymour. Thank you, Mrs. Seymour, for letting us come tonight.

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MURROW: Thank you very much.

SEYMOUR: Good night, Ed.

MURROW: Good night. In just a moment we'll take you for a visit with violinist Isaac Stern and his wife right after a word from Bob Wright speaking for Kent.

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MURROW: Isaac Stern, who has been described by music critics as one of the world's master fiddle players, was born 38 years ago in Kriminyetz, Russia, where, as he puts it, he soaked up Russian culture for something like 10 months. That was before his parents came to this country and settled in San Francisco. He started piano lessons at six; gave that up for the violin at eight; entered the San Francisco Conservatory at 10, and made his professional debut at 15. He never studied abroad, a rarity among concert violinists. But he has performed with all the major symphony orchestras on every continent except Africa.

Isaac Stern and his wife met in Israel, and were married there eight years ago. Mr. and Mrs. Stern and their daughter, Sheila, live in this apartment house on the west side of Central Park here in New York. While this is home base for Isaac, I think he actually spent about five weeks there last year.

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Good evening, Mr. Stern.

STERN: Good evening, and most welcome to our home, Mr. Murrow.

MURROW: Thank you very much. It must seem a little strange to you being home, doesn't it?

STERN: Strange, but very good -- though not so bad this year. Tomorrow I leave for a concert in the Pittsburgh area. Next week to the Cathal Festival in Puerto Rico, a happy return, and then to Paris, Brussels, and Israel for a short four-week tour, and then the middle of June, back home, and that will be the end of some 23 months without any break.

MURROW: Sort of a case of "Have violin, will travel," huh?

STERN: Very true.

MURROW: Don't you get weary being so constantly on the move?

STERN: Well, traveling becomes a way of life. It's something that you learn to accustom yourself to. It's as easy for me to go to Paris as to take a car downtown in the midst of traffic, and besides, we have so many very good friends throughout the world, seeing them again is always a gala occasion, and may I say it's a very good way to keep friends, seeing them not too often. And then we also like

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countries, and you know, you build up a set of balances and checks by which you recognize the differences in countries in various small ways, and that's always interesting to us.

MURROW: Well, on your rare periods at home, you must feel a little bit lost for something to do.

STERN: Lost? We're never lost. We always have more to do than we can do, Mr. Murrow. There's always our friends to see, the musical life in New York to catch up with, the latest developments in our recording work, theater, all these things, and then there must always come a time, too, for at least a moment of respite, of thinking, sort of re-charging one's own batteries, and this room where we find our-selves, which is my studio, is where I do it. This is my place, my own little area where I can be alone, or with friends, and have everything that I need around me.

MURROW: I think every man likes at least one spot at home where he can keep his personal treasures.

STERN: That's true. There are many in this room. Of course, here is my music, right here, all filed away. Here are my violins. There are more in there. These will contentedly remain in their case tonight because we want to have the pleasure of speaking with you more than playing, I think, because my playing has been established by now.

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MURROW: Well, it's been quite a while since Isaac Stern graduated from practicing the scale, but there must still be a certain amount of preliminary work you have to do before a concert, isn't there?

STERN: Oh, there is a great deal of it, but before we go into that, Mr. Murrow, I'd like to have you see this painting I have on the wall here. I don't think you'd recognize the artist, would you?

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MURROW: I think it's very nice.

STERN: Speaking of work, Mr. Murrow, you never cease working. You know, work is only a part of an approach toward your art, and the more you learn, the more you learn how much more there is you can do no matter how far you've gone. The more perceptive you are, the more you learn that there is much more to be learned, and here in this room very often I've sat with my colleague, Alexander Zoggin. He's been my associate for over 20 years, and we sit here and we talk and try and discuss and argue -- argue forcibly -- and sometimes to settle an argument, we come to the tape machine and we try it out this way. (Puts tape recorder on.) That, Mr. Murrow, is a special version of the Beethoven Sonata for Person to Person with our compliments.

MURROW: Thank you very much. Tell me, is this room off limits for Mrs. Stern and your daughter?

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MURROW: I'm sure of that.

STERN: And after the work is over, Mr. Murrow, I'd like you to see this, a most important section here where one can get a slight respite after work hours, from milk to Old Forrester, Cognac, anything that the heart pleases, and it's very important, and very helpful at times. Now would you join me downstairs---

MURROW: Thank you very much.

STERN: ---to meet the rest of the family.

MURROW: Mr. Stern, if you picked up your violin now and started playing your repertoire straight through, how long would it take you?

STERN: Mr. Murrow, that's a question I've never thought about, really. One works, and learning new things and refurbishing the old ones, and I really can't say. There is so much that has been done. And here is our family sitting right here and waiting for us, my wife and my daughter. Hello, darling.

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MURROW: Good evening, Mrs. Stern.

MRS. STERN: Good evening, Mr. Murrow.

MURROW: Shalom, shalom.

MRS. STERN: Shalom. Sheila and I were just looking at the book we have been reading this week to celebrate Passover. It is a beautiful Haggada illustrated by Arthur Shick.

MURROW: Mrs. Stern, I get the impression your husband is one of the busiest men in the music business. Do you have any trouble keeping up with him?

MRS. STERN: Not really. I enjoy everything he is doing, and although I sometimes think that he is much too busy, I still like whatever he does, and I like to join in it whatever he does.

MURROW: Well, when do you get time to devote to your own personal interests?

MRS. STERN: Well, I try to fit them in between concerts. I stay in New York from time to time and then I have time to devote to my own personal activities such as---

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MURROW: I have a hunch that you're an excellent saleswoman, too.

STERN: She does very well.

MRS. STERN: Well, I try to.

MURROW: Were you an Isaac Stern fan before you met?

MRS. STERN: I think so. I went to many concerts before going to Israel. I lived in this city, and, as a matter of fact, when I met my husband, I showed him some of the programs I had kept which were of his performances prior to our meeting. One is '47, '48, and one even from a Paris debut recital which he gave in Paris at that time. So he was quite surprised when I showed him all these programs.

MURROW: Mrs. Stern, in the course of your travels I'm sure you collected many interesting things besides programs, haven't you?

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MURROW: Tell me this. Have you found in your travels around this country that Americans are becoming more appreciative of good music?

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enough yet -- I think its potential is far greater -- and in radio, and, of course, the impact of the war which has brought many, many great artists and teachers and performers who have become residents in this country, part of our orchestras, part of our teaching system, and we've learned a great deal and accepted them in our own culture, as we have so much of our own culture.

MURROW: Well, you played in Russia many times. What was your reaction to the audiences there?

STERN: Well, they are extraordinary. They are very, very perceptive, but they've always been that. For centuries they have been born to dance and sing, and they feel music is a necessary part of their lives, a very important part, and that is one of the reasons why I feel particularly strongly about the exchange program. You know, the exchange program officially is only about two years old, but my manager, Sol Hurod, for example; now the Bolshoi Ballet is here -- other things have been going on. He has been doing this for many years. We have all been doing it as artists in our travels around the world, and there is nothing I can say that can emphasize the importance, as far as I am concerned. I should think that many people might not realize a symphony orchestra, a ballet, or an artist playing the violin, or sing-

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MURROW: How does the Russian musical education compare to ours?

STERN: I wish we had time, Mr. Murrow, to go into this more deeply than we have, but, you know, recently there has been a great deal of outcry about scientific education since the Sputniks and the satellites and so on. I wish there were more realization of what the dignity of the country means historically, and how important our whole viewpoint is, not only in science and technique, but in the way we live and the way we think. We have done wonders in musical education on a higher level. There has been a great deal of advance in the schools -- in colleges and universities, but on the basic level, the grade school education, we are

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sadly lacking. It is in a pitiful state. We need more understanding of this. We have to get more qualified people and paid and trained well for the job, to begin the idea that music is not an acquired culture, not something that you learn instead of anything else, and not a sissy part of living, but an active part of our natural life, that which we love and we cherish, and I would like to see more understanding of that in this country.

MURROW: Mrs. Stern, some people think long-hair musicians are inclined to be stuffy. Your husband certainly gives the opposite impression.

MRS. STERN: I agree with you.

STERN: Well, she better say that.

MURROW: Thank you very much for letting us come tonight.

STERN: It was nice to be with you, Mr. Murrow.

MURROW: It was very pleasant, indeed.

MRS. STERN: Good night, Mr. Murrow.

MURROW: Thank you very much and I hope you have a wonderful time in Israel.

STERN: Thank you.

MRS. STERN: Thank you very much.

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MRS. STERN: Thank you very much.

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Next week we'll be going to California for a visit with actress Gale Storm and her family. We'll also be visiting the military academy at West Point with Captain of Cadets and President of this year's graduating class, Peter Dawkins.

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(Commercial)

MURROW: Actress Gale Storm, who has become familiar to millions of television viewers as the star of "My Little Margie" and "Oh, Susanna," is one Texan who freely admits that she's always been afraid of horses, although her early motion picture career frequently found her dabbing at her eyes as the cowboy rode off into the sunset.

Gale was born in Bloomington, Texas; was raised in Houston, and came to Hollywood at the age of 16 after winning a talent contest. In 1941 she married Lee Bonnell, a former actor from South Bend, Indiana, who is now an insurance executive in Hollywood, with the Massachusetts Mutual Life Insurance Company. The Bonnells have four children -- three boys and a girl -- ranging in ages from 16 to 3.

A little over four years ago, Gale and her husband built this Chinese modern home in Encino, California in the San Fernando Valley. It's about 40 minutes away from her studio.

Good evening out there. How about introducing yourselves?

PHIL BONNELL: How do you do, Mr. Murrow. I'm Phil, the oldest of the boys, and this is Susie, my little sister,

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PHIL BONNELL: How do you do, Mr. Murrow. I'm Phil, the oldest of the boys, and this is Susie, my little sister,

who is the youngest in our family.

MURROW: Evening, Susie.

PHIL: Say hello to Mr. Murrow.

SUSIE: Hi, ya, Mr. Murrow.

MURROW: How are you?

SUSIE: I'm pretty fine.

MURROW: Good. Is this Susie's playhouse?

PHIL: No, Mr. Murrow, this is a tea house. My parents originally built it so they could have parties, but now we've kind of taken it over. We have our Hi-Y Club groups up here, and we spend the night up here, and that type of thing.

MURROW: Well, now that we have met two of the junior members of the Bonnell family, I think this would be a good time to say hello to your mother and father. Could that be arranged?

PHIL: Yes, sir. They're right down there, Mr. Murrow.

MURROW: Evening, Gale.

STORM: Hello, Ed.

MURROW: Evening, Lee.

BONNELL: Good evening, Ed.

MURROW: Gale, this is something I've been curi-

who is the youngest in our family.

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STORM: Hello, Ed.

MURROW: Evening, Lee.

BONNELL: Good evening, Ed.

MURROW: Gale, this is something I've been curi-

ous about for a long while. How much of the real you is there in Little Margie and Susanna?

STORM: Well, Ed, I'm asked that question often. I like to think that there's very little of it. I like to think that I'm an actress, you know, and that these two characters are entirely separate from Mrs. Bonnell.

BONNELL: She's the mother of four children, Ed. It would be kind of tough at home to pull some of the antics that she pulls in "Oh, Susanna" and---

STORM: I'm not that clever.

MURROW: Well, we've already talked with the oldest and the youngest of the Bonnell brood. Where are the other two?

STORM: Well, I think they're in the house. Shall we go look for them? Phil, would you bring Susie down, honey, whether she wants to come down here or not? Just force her.

MURROW: Lee, it must be a source of satisfaction for you to come home from work or a business trip and know that you have such a fine family waiting for you.

BONNELL: Well, it certainly is, Ed. I very rarely get away on business trips. I did get home last night from one back in Springfield, however.

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STORM: We were awfully glad to see him. Of course, there was a very special reason to get home, not only for our show tonight -- I'm including us and saying ours for your show, I should say -- because this is a special day. This is the day that Lee becomes general agent for the Massachusetts Mutual Life Insurance Company, and he has worked a long time for that, and I'm real proud of him.

MURROW: Congratulations, Lee.

BONNELL: Thank you, Ed. Well, as you can see, we built this house for the children, and I'd like to explain a little of it to you. Over here is our badminton court, and our basketball court, and here is the pool, and we have a pool cover here that we use---

STORM: It works.

BONNELL: It works real good, and we feel that with all the children in the neighborhood, we should make sure that we have the safety precautions. So this just lifts back and folds up against the wall back there when we want it, and it's called Safematic Pool. It's very good.

STORM: And it is nice -- and the yard is all enclosed with fence, but you have to have gates, and they leave them open.

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MURROW: Gale?

STORM: Yes.

MURROW: Shooting a weekly film series, and raising four youngsters, must keep you on a fairly exhausting schedule, doesn't it?

STORM: Oh, there's nothing to it! Yes, it certainly does, Ed. I have long hours, and in spite of that I feel I am very fortunate to be able to do -- well, to do the work I love, and to have nice children, and a husband I like, too. And here are the two missing boys. This is Peter.

MURROW: Good evening, Peter.

PETER: Good evening, Mr. Murrow.

BONNELL: This is Paul.

MURROW: Hi, Paul.

PAUL: Good evening, Mr. Murrow.

MURROW: You know, you fellows look as though you're fairly close in age. Am I right?

PETER: Well, we're about 14 months apart, I'd say.

STORM: Exactly.

MURROW: Lee, do you think they're going to follow you into the business of insurance, or do they have any designs on an acting career?

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MURROW: Paul?

BONNELL: I don't know what they're going to do.

MURROW: Paul, I take it you don't share your mother's fear of horses.

STORM: You told.

PAUL: No, I don't. As a matter of fact, when I first wanted a horse, my mother influenced me by telling me if I brought my grades up, that I might be able to get one. So I worked very hard, and I brought my grades up, and now I keep my horse at a boarding stable, and I ride at the reservoir and I enjoy it very much.

MURROW: Oh, wonderful.

BONNELL: There's no water in the reservoir, however.

STORM: I don't think that's bribery, do you?

MURROW: No. And he said it was empty, too, Lee. And you, Pete, you're the boat man, right?

PETER: Yes, I've enjoyed boats about all my life, and we have a little boat out back that we have a lot

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PETER: Yes, I've enjoyed boats about all my life, and we have a little boat out back that we have a lot

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MURROW: Oh, I hope you don't.

PETER: Well, I hope we don't either.

STORM: He's trying to influence us to buy another boat. Aren't you?

PETER: Yes.

STORM: He taught me some things also. He taught me what a purse seine is. Now, I thought he was saying the wrong word. I thought it was perch. Oh, here they are. Perch seine. He thought that's what he wanted to do when he grew up at first. Now he's decided -- of course that was five minutes ago -- that he wants to be a charter boat captain, whatever that is.

MURROW: Oh, that should be a very fine life. You know, I think Susie is a very lucky little girl to have three big brothers around.

STORM: Well, you shouldn't tell her because I believe she thinks she has four fathers, and she likes it that way. Of course, the boys are so crazy about her. I thought at first that the "new" would wear off, you know, and they wouldn't pay so much attention to her, but it never has, and I should have had triplets at least.

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MURROW: Gale?

STORM: Yes?

MURROW: Which holds the greater attraction for your family? Television or movies?

STORM: Well, they love television. You know, they have to be dragged away to do their homework, and, well, they love to watch movies at home, for one thing. We feel very fortunate that we can show them here. We have a projection room.

BONNELL: We'd like to tell you about that projection room, Ed. In our own house, we had a much smaller house, and it was very simple to set up our camera equipment. We would just put the screen up on one end of the room, and the projection machine up on the other, and we got our pictures, but here---

STORM: It's different.

BONNELL: Let Gale show you how it works.

STORM: Well, you see, it's -- pardon me, Susie love. You see, all we have to do if you want to show a picture here, when you have your very own projection room, and a Hollywood-type house, is this. I'll just sort of demonstrate quickly.

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MURROW: Yes?

STORM: You take this picture off the wall. You put it down here on the floor. Then you climb up on the piano bench here, and the screen is right up there, and you pull it down. Then you have to take that lamp off because it's in the way of the projection, you know.

MURROW: Yes?

STORM: And you have to put the music away, and put this down, and then you've got to put the flowers down underneath the piano. You've got to take that lampshade and put it down somewhere. Push the lamp back without breaking it. Get that bric-a-brac off there, and then this table you've got to put all the way back against the wall, and this lady has to go with it,and bat her little shade against there, and then you've got the opening -- the window -- the projection room window right there. Now you're almost ready. Now -- are you still with me?

MURROW: Yes. So is Susie.

STORM: Oh, I bet she is, that girl. I hear her. Now, you're in here, so all you have to do is take these two -- well, they're very heavy pieces of furniture -- I've learned to move them. Push them all the way to the other end so that you can get this door open. That's the projection room, and now, before you do that, of course you

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have to take my gold record off, and put it down where nobody will step on it.

MURROW: All very simple.

STORM: Oh, there's nothing to it! Nothing to it!

MURROW: Gale, as I recall, you took up singing several years ago.

STORM: Yes, I did.

MURROW: Do you have any strong feelings about the current rock and roll craze?

STORM: Well, as a matter of fact, when I started, I---

SUSIE: It's a rock and roll.

STORM: It's a rock and roll. Mother's on. You'll have your turn later. I studied classical singing for 7½ years, and I loved that, and I think I just like to sing anything, but then I started with the rock and roll, and I find it very stimulating and exciting, and I can understand why the children -- children? They'll hit me -- why the kids like it, because I think it's not unhealthy. I think it's lots of fun, and it makes you feel good.

MURROW: Gale, you've been identified for some years with light comedy roles. Do you ever have a yearning

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for more solid dramatic parts?

STORM: I don't have much time to yearn, and I usually kind of like what I've got, you know, but I would like to. I feel that, you know, inside, basically I could, and I have from time to time. Well, I did at Monogram but they're on TV now, and that may not help me get the part of a dramatic role.

MURROW: Do you think Susie might become a singer one day?

STORM: I'm afraid she will, yes. She says -- well, as a matter of fact, she was going to sing "Jesus Loves Me," and, well, her entire repertoire is "Jesus Loves Me" and "Little Feet Be Careful," and "Happy Birthday" every now and then. Susie? Where'd she go?

BONNELL: We lost her, honey.

STORM: Wouldn't you know it. Well, she'll be back.

BONNELL: We'll find her.

MURROW: Lee, I think you came to Hollywood as an actor. What made you give it up for the insurance business?

BONNELL: Well, Ed, I think it gave me up. I was under contract for seven years, and had 3½ years in the

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MURROW: Well, you and Gale have combined two careers in addition to keeping what appears to be a closely knit family, even though we've lost Susie for the moment. What's the formula?

BONNELL: Well, we have a five-point plan in our lives, Ed. We don't live up to them as much as we'd like to, but they consist of five points, and we put spiritual first, and then mental, physical, social, and financial. Thank you, honey.

STORM: Mental, physical, financial and social. Social goes last. Sorry. I'm glad I'm here.

BONNELL: You see, I'm not used to this television, Ed.

MURROW: That's right.

BONNELL: This is the pro here.

MURROW: Blew up in his lines, didn't he.

STORM: Well, the reason we do this, or attempt to, is to keep sort of on the track, and also it's to help

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keep first things first, you see.

MURROW: Tell me this. With a large family, do you have much trouble settling family disputes?

STORM: Never have a cross word.

BONNELL: Well, that's not quite true. With three boys and a little girl, I'll tell you what we do. We try to put the other person in the other person's place, if you follow this. In other words, if Peter gets upset with Paul, we have Paul be Peter, and Peter be Paul, and they mete out the punishment to one another, and they kind of see the other person's viewpoint then.

STORM: That's at the dinner table, usually. We play out all those things at the dinner table, don't we?

BONNELL: Yes. Sometimes it gives you indigestion, but---

STORM: But it certainly brings about understanding. It has many times.

MURROW: Sounds like a wonderful device.

STORM: I don't like it, of course, when they do it to me.

MURROW: Thank you very much for letting us come. Good night, Lee. Good night, Gale.

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STORM: Thank you.

BONNELL: Good night, Ed.

STORM: Good night.

MURROW: Good night, Phil, Paul, Pete---

STORM: And Susie, wherever you are.

MURROW: And, of course, Susie, wherever you are. Thank you very much.

BONNELL: Thank you.

MURROW: Good night.

STORM: Good night.

BONNELL: Good night.

MURROW: In just a moment we'll take you for a visit with West Point's first capatin of cadets, Peter Dawkins, but first a word from Bob Wright speakingfor Kent.

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MURROW: Cadet Peter Dawkins has established one of the most unusual records in the 156-year history of the United States Military Academy at West Point. I suppose millions of Americans know him only as the All-American half-back who captained Army's football team, but he also happens to hold the most important job a cadet can get at West Point, first captain of cadets, leader of almost 2500 others. He's also president of the class that will graduate next month, and he has found the time to keep in the top five per cent of

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MURROW: And, of course, Susie, wherever you are. Thank you very much.

BONNELL: Thank you.

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his class academically. He's a star on the hockey team and sings with the Glee Club.

Peter Dawkins, 21 years old, was born in Royal Oak, Michigan, the second in a family of three boys and one girl. Before he came to West Point, his only connection with the military was through his father who served as a reserve dental officer in World War II. Today, as he nears the end of his four years at the military academy, Cadet Dawkins lives in this barracks, the one with the octagonal tower, built some 90 years before he was born.

(Cadet blowing Taps.)

MURROW: Evening, Mr. Dawkins.

DAWKINS: Good evening, Mr. Murrow.

MURROW: Isn't it a little late for Taps?

DAWKINS: Yes, sir, it actually is. We thought we'd hold it back a little bit so we could have it on your show. We thought you might like to hear it.

MURROW: Always a very impressive scene. Thank you very much. Did you arrange the delay through your influence as first captain or president of the class of '59?

DAWKINS: Neither, I'm afraid, sir. Something like this has to be run through General Davidson, I'm afraid.

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MURROW: Pete, this is the area known as the quadrangle, isn't it?

DAWKINS: Well, actually, Mr. Murrow, this is known just as the area. Actually, this is where we have quite a few of our academic formations. We also have just normal class formations out here, and, in fact, this is the area where the people walk off their punishment tours. It's covered on all four sides by barracks, as you can see.

MURROW: Yes. I noticed some of the lights are still on in the barracks. I'm sure there are no late card games going on up there, at least not tonight.

DAWKINS: Well, sir, I think you'll find that those are the cadets that are authorized to keep their lights on just a little bit later so they can get some extra studying done. Some of them who have a little more difficulty with academic study are authorized to do that.

MURROW: Pete, how do you manage to keep up with your studies despite your time out for athletics, class and academy jobs?

DAWKINS: Well, actually, I think I'm doing a great part to the fine job that my staff did during the fall and the winter, especially when I think that I had to spend a

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MURROW: Good.

DAWKINS: Hi, Marv.

MARV: Hi, Pete.

DAWKINS: Here we have Marvin Thomas, who is from Wilmington, Delaware, who is brigade training officer.

MURROW: Good evening, Mr. Thomas.

MARV: How do you do, Mr. Murrow.

DAWKINS: And over here is Emmett McCracken from Brockton, South Carolina. He's the brigade supply officer.

McCRACKEN: Good evening, Mr. Murrow.

MURROW: Good evening, Mr. McCracken.

DAWKINS: And on my far right is Lee Nunn from Glasgow, Kentucky, who is my roommate and brigade adjutant.

MURROW: Good evening, Mr. Nunn.

NUNN: How do you do, Mr. Murrow.

MURROW: Mr. Nunn, it seems to me you men are keeping rather late hours tonight. What are you working on?

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DAWKINS: Hi, Mary.

MARY: Hi, Pete.

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MARY: How do you do, Mr. Murrow.

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NUNN: Well, sir, with graduation drawing near, this time of the year, we have the job that's somewhat similar to student council in any civilian college, and as you know, there are many ceremonies that go with the graduation, and hops and so forth, and we have much the same duties, only ours are somewhat more military in nature since we have parades and inspections and formations of that type to go along with the hops and things and so forth.

MURROW: Pete, what do you call this room?

DAWKINS: Well, Mr. Murrow, this is the room where Thomas and McCracken work. It has their desks, their books, and they also sleep in here. It has their beds in the room also.

MURROW: Where is the Dawkins suite, or is that the correct word?

DAWKINS: Well, I wouldn't go that far, sir, but if you will follow me right through the hallway here, we'll walk into my room.

MURROW: Right. Good night, gentlemen.

CADETS: Good night, Mr. Murrow.

DAWKINS: Right through the hallway here, you come into the quite plush department of what can be said, perhaps, the Dawkins suite here.

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CADETS: Good night, Mr. Murrow.

DAWKINS: Right through the hallway here, you come into the quite plush department of what can be said, perhaps, the Dawkins suite here.

MURROW: Well, the military academy certainly favors the neat but not gaudy school of decorating, doesn't it?

DAWKINS: Yes, sir. I think you can very well say that. We have one practical aspect of it, though, that it's easy to keep clean anyway. We have everything we need, though, really. We have our bunks here, and we keep quite a good deal of our clothing right on the wall here where we can get to it very easily. It's real convenient.

MURROW: West Point cadets don't decorate with pinup pictures, do they?

DAWKINS: Well, not ordinarily, sir. We can put things up on the wall. In fact, right here in the closet I have a couple of posters which we thought we might get framed to put up on the wall here and kind of break it up, like that. Actually, what these are -- these are two of the articles in the Code of Conduct.

MURROW: That's the new code, isn't it, Pete?

DAWKINS: Yes, sir, it is. It was established in about 1955 by President Eisenhower, and it resulted out of a study that he made from our experience in Korea. What it is, it establishes the responsibility and whatnot for our fighting men in battle, and, as I say, it was established in

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MURROW: Pete, are your quarters the best available to a cadet?

DAWKINS: Well, I don't believe they're the best, perhaps, but they're the largest type. In other words, we have more than one room. We have this room here, which has our bed facilities, and then in the next room here, we have a room where we have our desks, our books, and whatnot, that we can do our studying in. It's a little bit larger and it does give us a lot more freedom. We have our desks, as I said, hi fi set here, and tables and whatnot along. One thing I might bring comment upon here is the fact that we have a telephone, which certainly comes in very handy, and probably we couldn't get along very much without it.

MURROW: Well, Pete, the office and the telephone are rewards for the first captain of cadets. What were the rewards from your football captaincy?

DAWKINS: Well, Mr. Murrow, I think it is pretty difficult to say anything material that you get out of being football captain because there isn't anything in that way of a reward, but to me it certainly was a very great reward just to have the opportunity to associate with the members of my team, and the coaching staff, and also with the great number

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of people from the other teams and coaching staffs that I ran into, and as I say, I think these were probably my rewards along that line.

MURROW: You certainly ran into some of them, as I remember, too.

DAWKINS: Yes, I did.

MURROW: Pete, who is the young lady in the picture there on the mantle?

DAWKINS: That's my gal, Mr. Murrow. She's from College Park. She goes to the University of Maryland down there. She's a Phi Del.

MURROW: Pete, a few years ago when we visited General Davidson, the academy superintendent, he described West Point's curriculum as being equal to a civilian university plus military studies plus a rigorous physical training program. As a cadet nearing graduation, what kind of young man do you think it takes to handle all these things?

DAWKINS: Well, we certainly stress the whole man concept, as they say here at West Point. They try to develop the cadets along all aspects of life: mental, moral and physical. But I think we have to emphasize the point that any normal teenage high school student with just average facility in intellectual matters and physical matters certain-

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ly can make a very, very good cadet, and by no means do you have to be a superman to get in here.

MURROW: What do you recall as your toughest academic problem?

DAWKINS: Well, I think a lot of them are tough. It's difficult for me, I think, to point out any single one that particularly was a lot tougher. I think perennially the plebe math is one that a lot of fellows get caught up on, and it was definitely one of the tougher ones for me also.

MURROW: That's first year math.

DAWKINS: Yes, sir.

MURROW: Pete, have you found life at the academy to be pretty much as you expected it to be?

DAWKINS: Well, actually, I didn't know a whole lot about what life here was going to be like before I got here, and what little I did know about it -- what I did expect -- I was completely wrong about it. Actually, I don't think that it was any kind of a detriment to me not knowing what it was going to be like because you learn each new thing as you come to it, but as I said, the little I did know about it was kind of off-base.

MURROW: The little bit you knew was wrong, huh?

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DAWKINS: Yes, sir.

MURROW: Tell me, what's the social life been like?

DAWKINS: Well, Mr. Murrow, we have a little bit different arrangement here, of course, than the normal college, but I can say that it's certainly enthusiastic between 2:30 Saturday afternoon and six o'clock Sunday evening.

MURROW: A little relaxation for hard-working cadets, huh?

DAWKINS: Yes, sir.

MURROW: Pete, I know you've been awarded a Rhodes Scholarship. You must be anticipating quite a different sort of life at Oxford -- right?

DAWKINS: Yes, sir, I certainly am. In fact, there are five of my classmates, or five of us together, who are going over to Oxford this year, and we certainly do expect to come up, and I am sure will, against something entirely different from West Point. Of course, it isn't at all the rigorous curriculum. It's much more freedom of expression and freedom of thought. And also I might point out one difference we are looking forward to is I understand Harris tweeds fit a little differently than cadet grey.

MURROW: They do that. Pete, what about an athletic career in England?

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DAWKINS: Well, I don't think they have too many football teams over there, but I'm very, very enthusiastic about the game of rugby hoping I can get maybe a little bit worked into that.

MURROW: That's a pretty rough game too, but that will be no new experience for you.

DAWKINS: That's what I understand.

MURROW: No cricket in your plans?

DAWKINS: Well, not at present right now, sir.

MURROW: Pete, are many of your graduates going on to graduate study of some kind or other?

DAWKINS: Yes, sir, they certainly are. In fact, Mr. Murrow, the Army's had a very enthusiastic campaign on now to try to get a lot more Army officers to go to further schooling. In fact, it's anticipated at this time that probably, I'd say, 80% of my class will go on to further schooling. I think 60% of all regular Army officers at present have had at least a master's degree at a civilian college in means of advanced training. I'd say the great majority of these people probably go into the physical sciences, but there are considerable numbers that go into political sciences. In fact, the five of us that are going over to Oxford are all reading in the area of philosophy, politics, and economics,

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which, of course, is very much the political science field.

MURROW: Well, much luck to all of you. Pete Dawkins, as you prepare to leave West Point, which of your many experiences and honors stick out in your mind as high and low points? I mean, for example, what do you consider your most difficult or unpleasant moment at the academy?

DAWKINS: Well, I can't say I don't have a certain field to choose from because I think there were quite a few that were difficult. Probably the one that sticks out the most dramatically in my mind anyway -- I will have to go back to my athletic experiences on it and pick the opening kickoff of last year's Navy game, which, if you will recall, I fumbled quite magnificently on our 30-yard line and gave over to the Navy and tried to see if they couldn't get a score right off.

MURROW: Well, you'll forget that in time. What about your most rewarding experience?

DAWKINS: Well, I think that I certainly have been fortunate enough to have quite a few rewarding ones so far, but probably the one most of all to me will be that that's yet to come, and when I walk up the ramp and get my diploma at graduation.

MURROW: Thank you very much, Pete Dawkins.

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MURROW: Thank you very much, Pete Dawkins.

DAWKINS: Thank you, Mr. Murrow.

MURROW: And will you say good night to the other lads, and the best of luck to you and to the brigade officers.

DAWKINS: Thank you, sir.

MURROW: Thank you very much and good night.

DAWKINS: Good night.

MURROW: Next week we'll be visiting with producer and playwright Moss Hart and his wife, actress Kitty Carlisle, in their New York apartment. Miss Carlisle is no stranger to television viewers, and Mr. Hart will be remembered for his association with such Broadway successes as "My Fair Lady," "The Man Who Came To Dinner, " and "You Can't Take It With You." Next week we'll also be going to Larchmont, New York for a visit with golfer Tommy Armour and his wife. Mr. Armour, who has won every major golf title, is still active in the pro ranks as a player, writer and instructor.

There are some of the people who made tonight's program possible.

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Guests: Mr. and Mrs. Tommy Armour, and

Moss Hart, Kitty Carlisle, and Family

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(Commercial)

MURROW: Tommy Armour is regarded as one of golf's all-time greats. He won his first tournament as an amateur golfer in his native Scotland. That was about 45 years ago. And as a professional golfer, he's gone on to win every major tournament and more prize money than he can remember.

Besides playing and teaching the game, Tommy Armour has written numerous magazine articles and two books on golf. His newest one is called, "A Round of Golf with Tommy Armour," recommended reading for most of us rough-riders.

Mr. and Mrs. Armour live in Chatsworth Gardens, Larchmont, New York. They also spend part of the year at their home at Delray Beach in Florida.

Good evening, Tommy.

ARMOUR: Good evening, Edward.

MURROW: How are you?

ARMOUR: Pretty good.

MURROW: What kind of game did you shoot today?

ARMOUR: Oh, what a farce! What a farce! I played golf bad. I played bridge a little worse, and played gin rummy which was a calamity. So that was my day's enjoyment.

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MURROW: Tommy, you gained a reputation as one of the country's most successful teaching professionals, but didn't it ever strain your patience just a little trying to teach dubbers the fundamentals?

ARMOUR: Well, Edward, I have never had that opportunity to teach dubbers. I didn't know enough about the game. The ones I taught were fellows who had quite a little ability, or potentially were good, and then I thought I might be able to help them. But beginners, I'm afraid -- I don't know -- I couldn't stand it. I couldn't handle it.

MURROW: Well, you've done a fine job instructing with your new book. You made what seemed to me, as a dubber, some very basic points. Would you go over one or two of them for us?

ARMOUR: You mean the points I tried to bring out?

MURROW: Yes.

ARMOUR: Well, the average player goes around the golf course every day, and makes so many stupid mistakes, that Simon and Schuster -- I know you've heard of them --

MURROW: Yes.

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ARMOUR: ---suggested I write a book, and I said, "No, I can't write. I don't know any more about the game. I

wrote one book, and that's all I know." Then I suddenly found I might write a book in trying to help a fellow go around the golf course using his brains; i.e., not playing too dumb shots, and the funny thing about it is, that the reception has been -- oh, better than my first book.

MURROW: Well, let's see, you taught us something about the grip, and the stance, footwork---

ARMOUR: That's right.

MURROW: ---and the application of power.

ARMOUR: Well, I'll tell you, Edward, to play a decent game of golf, you've got to grip right, and you've got to stand right. Let me try and explain it to you this way very simply. A fellow could have a wonderful grip, a fine swing, and a bad stance -- no good. A fellow could have wonderful stance, nice swing, bad grip -- he can't do it. But you give a fellow a good grip, and a good stance, with an indifferent swing -- he can do all right. Now, after he's told, and try to show him how to use his hands, the fellow will play all right. Does that answer it, Edward?

MURROW: Yes, it does. Tommy, I happen to be a heft-handed golfer and the most awkward ever to appear on a golf course. Any special advice for me?

ARMOUR: No. There's one piece of advice. You're

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MURROW: Yes, it does. Tommy, I happen to be a left-handed golfer and the most awkward ever to appear on a golf course. Any special advice for me?

ARMOUR: No. There's one piece of advice. You're

a nice fellow. You live a nice life. You work very hard. You've only got two ways you can work it out. You either just play left-handed, or give it up. The only reason there's not as many good left-handed players as there are right-handed players is because there are not as many left-handed players, that's all.

MURROW: Tommy, there are a number of men who refused to teach their wives to drive a car anticipating family arguments. What about you and Mrs. Armour when it came to golf?

ARMOUR: Well, before I signed that piece of paper -- you know, that piece of paper you sign when you get married?

MURROW: Yes.

ARMOUR: I said, "Listen, little girl, before I sign my life away, I will never play golf with you. Never." She said, "Never?" I said, "Never, unless I ask you." So we spent a very fine life, a very happy life -- no golf.

MURROW: Where is Mrs. Armour tonight?

ARMOUR: She's right around there. Will I get her for you?

MURROW: Please do.

ARMOUR: Right. All right, dear.

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ARMOUR: Right. All right, dear.

MURROW: Good evening, Mrs. Armour.

MRS. ARMOUR: Good evening, Mr. Murrow.

MURROW: Is that a grandchild you have there?

MRS. ARMOUR: Yes. We hoped you might be able to see him, but he collapsed. A little dead soldier.

MURROW: Oh, good for him. How many grandchildren do you have?

MRS. ARMOUR: Well, I only have one. My children's children should have given me great-grandchildren by now. They just weren't working at it.

MURROW: Mrs. Armour, has little Tommy shown any indication yet as to where his talents lie?

MRS. ARMOUR: Yes, the same as his grandfather, he doesn't like to do anything at all.

MURROW: Well, I wonder if we shouldn't leave lest we wake him up. I think he might be very unhappy about that.

MRS. ARMOUR: Well, I think probably he might be. He's so cute, I like to look at him.

MURROW: So do I. Mrs. Armour, did you and Tommy meet on the golf course?

MRS. ARMOUR: No, we met in an elevator. It is better than it sounds.

MURROW: Good evening, Mrs. Armour.

MRS. ARMOUR: Good evening, Mr. Murrow.

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MRS. ARMOUR: No, we met in an elevator. It is better than it sounds.

MURROW: Tell me about it. You met in an elevator?

MRS. ARMOUR: That's right. It sounds as if he picked me up, but he didn't. I had a letter of introduction to him, and I was stupid enough not to present it, but when I saw how good-looking he was, I decided I'd made a big mistake.

MURROW: Tommy, how did you happen to become a professional golfer?

ARMOUR: Well, Edward, that would take too long. It would take all the time from now until you retire. I came over to this country in the rubber business.

MURROW: Yes?

ARMOUR: Was quite successful; had a lot of money; loved the country; went back to England; came back again, and decided that I would conquer America single-handed. Well, they taught me a very quick lesson, and in a few months they owned me entirely. And then when I became absolutely destitute, down to my last $14, I decided that I would have to have some way of living, so I took up professional golf and was very fortunate, was lucky to start off with, and kept being lucky.

MURROW: Lucky and able. Mrs. Armour, did Tommy suffer very much from tension and gallery fright during tournaments?

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MRS. ARMOUR: No, I never saw him lose a wink of sleep. I was the one that walked the floor nights.

MURROW: Tommy, we hear a lot about tournament nerve. Though apparently you have never experienced this, I'm sure you've witnessed some of the agonies, haven't you?

ARMOUR: Oh, yes, it has happened, too. You know, no matter what you've heard -- well, no matter how relaxed one may be, you always have that tremendous tension on you. Some fellows that you've read about, and you know, like Bobby Jones---

MURROW: Yes?

ARMOUR: ---Byron Nelson -- let me think of somebody else -- it was---

MRS. ARMOUR: Middlecoff.

ARMOUR: Middlecoff. These fellows are very, very nervous. Bobby Jones used to regurgitate, and Byron Nelson used to heave up -- that's the same thing, but they used to heave up. It was better for Nelson than regurgitation.

MURROW: Well, having won all the major trophies there are to be won in golf, how come I don't see any around the house?

ARMOUR: Well, the funny thing about that, Edward, I was never a collector of trophies. Of course, in

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professional championship play, you don't get many cups---

MURROW: Yes?

ARMOUR: ---but many years ago, I once won the French championship, and this little cup here is the French championship.

MURROW: Yes?

ARMOUR: I kept it as one of the few cups I have, or didn't lose, or didn't give away -- I kept it -- my wife took care of that -- but the one I was really proud of -- that's a French championship cup -- is this one here which I won in 1920 just after the war. That's called the silver tass. I won it at Glen Eagles in Scotland. It's what they call a Scotch drinking cup.

MURROW: Yes?

ARMOUR: And the way you handle this is one fellow gets on one side, one fellow gets on the other, you hold these handles, you fill the basin with ambrosial nectar---

MURROW: Yes?

ARMOUR: ---and you've got to drink it down, and the fellow who stands up after you finish the bottle won the cup, and I have the cup. But it's a beautiful cup.

MURROW: It certainly is. Tommy, I imagine you started playing golf in Scotland when you were quite young,

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MURROW: It certainly is. Tommy, I imagine you started playing golf in Scotland when you were quite young,

didn't you?

ARMOUR: Yes, just a young boy. I was just a young boy. It's sort of a natural game there. My father was very much interested in golf. All my family were, and I lived very near the golf course, and though I really, like all boys, did not like the game -- it's too slow a game for children.

MURROW: Oh, yes.

ARMOUR: You know, when you're young you want something with a little action. You want a little football, a little boxing, a little something, and golf is a tough game even when you get our miserable age. Not yours, mine, I'm talking about.

MURROW: Ours. I heard you.

ARMOUR: Ours? You get the first deal. And it's a monotonous -- it's such a scientific game---

MURROW: Yes.

ARMOUR: ---that to become really good, it takes a tremendous amount of work. That's why there are so many of these psychopathic hospitals filled with broken-down golfers that want to shoot 75 and finish up 95. They leave their home, break up everything, and there they are, right in the ward trying to play that wedge shot out of a bunker downhill

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with a bad lie.

MURROW: How did the Scots happen to invent the game?

ARMOUR: Well, that's mythical. It's mythical. It was supposed to start in Holland, really, on the ice there. Then up in Scotland the shepherds on the moor with the sheep, and then these crooked handles. They called them -- I forget what they called them -- the name they really called them -- and stones -- started to hit that around for fun, and then they got a little better and made better implements to play with, and went on, and got better, and made round stones instead of any kind of stone. Then they made gutta-percha balls, and they started to play holes. Did you ever happen to know how they happened to play 18 holes?

MURROW: No, I do not.

ARMOUR: Well, that's quite a deal. Nobody's ever been able to figure out how a golf course was 18 holes.

MURROW: Yes?

ARMOUR: Well, they found the solution. They went away into the archives of all the golf researchers and found out that two Scotsman started in St. Andrews with a bottle of Scotch, and they decided to play until the bottle was finished. When they played 18 holes they were finished,

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and that's how it became 18 holes.

MURROW: And so that's why the 19th hole is now called the place where you can find another bottle. Is that right?

ARMOUR: That's the deal. You've got the right idea.

MURROW: Thank you very much, indeed, Tommy. Thank you, Mrs. Armour, for letting us come tonight. It's been very pleasant, indeed.

ARMOUR: It's been very pleasant, too, Edward.

MURROW: Good night.

ARMOUR: Good night.

MRS. ARMOUR: Good night.

MURROW: Good night. In just a moment we'll take you for a visit with Moss Hart and his wife, Kitty Carlisle, right after a word from Bob Wright speaking for Kent.

(Commercial)

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In 1946 Moss Hart married actress-singer Kitty Carlisle. Kitty was born in New Orleans and educated in Europe before her stage and screen careers in this country. She's now a regular panelist on television's "To Tell The Truth."

For the past nine years, Moss Hart, Kitty Carlisle and their two children have lived in a duplex apartment in this building on New York City's upper East Side.

Good evening, Moss.

HART: Good evening, Ed.

MURROW: Tell me this. In spite of the years that have passed, do you still have a warm spot for Brooklyn?

HART: Now, Ed, that's a very dangerous question. You know what happened to Noel Coward when he wrote about Brooklyn. But I do have a warm spot for Brooklyn in my

Moss Hart was born in New York City; became a stockroom helper in the cloak and suit business, and an office boy for a theatrical producer. Then with George Kaufman, he collaborated on such shows as "You Can't Take It With You," and "The Man Who Came To Dinner," and on his own, wrote and staged "Lady In The Dark" and "Winged Victory." Recently he directed that seemingly endless hit, "My Fair Lady."

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For the past nine years, Moss Hart, Kitty Carlisle and their two children have lived in a duplex apartment in this building on New York City's upper East Side.

Good evening, Moss.

HART: Good evening, Ed.

MURROW: Tell me this. In spite of the years that have passed, do you still have a warm spot for Brooklyn?

HART: Now, Ed, that's a very dangerous question. You know what happened to Noel Coward when he wrote about Brooklyn. But I do have a warm spot for Brooklyn in my

heart, particularly now that I'm out of Brooklyn. Actually, I lived most of my young life in The Bronx. In those days Brooklyn was the Riviera. You went to Brooklyn to get out of the Bronx. Nowadays you meet in both boroughs.

MURROW: Moss, I think someone once described you as a mixture of New York, Hollywood, insomnia, nervous indigestion, and a passion for the theater. Is that all true?

HART: Partly true. It was largely true in my bachelor days. The only thing that remains now is my passion for the theater.

MURROW: I imagine Kitty and the children are also part of your passion, aren't they? Are they somewhere in the wings?

HART: They've been waiting in the wings since 10 o'clock this morning. They're right in here, Ed.

MURROW: Thank you.

HART: Now, here is, unmistakably, Kitty Carlisle.

MURROW: Good evening, Kitty.

CARLISLE: Good evening, Ed.

MURROW: How are you?

CARLISLE: Fine.

HART: And Kathy Hart.

KATHY: How do you do, Mr. Murrow.

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CARLISLE: Fine.

HART: And Kathy Hart.

KATHY: How do you do, Mr. Murrow.

MURROW: How are you, Kathy?

HART: And Christopher Hart.

CHRISTOPHER: Good evening, Mr. Murrow.

MURROW: Good evening, Christopher.

HART: Now, unlike most children, they don't have to be coaxed to play, and the reason they're there is for a very simple reason. Play.

(Children play duet.)

HART: That does it. That does it. That does it!

MURROW: Very good.

HART: Ed, what you've just heard represents roughly about $3,500 worth of piano lessons.

MURROW: And well worth every cent of it.

HART: If you like boogy-woogy.

MURROW: Very good, Chris. Are you going to become a pianist?

CHRISTOPHER: No, I don't really want to. I'd like to become either a singer or an actor. My big adventure for this summer will be that I am going to Europe for the first time.

MURROW: Oh, wonderful! Are you going by ship or flying?

MURROW: How are you, Kathy?

HART: And Christopher Hart.

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MURROW: Kathy, how about you? What are you going to do this summer?

KATHY: Well, I enjoy playing, too, but my excitement is I am going to camp for the first time. I'm going with a friend from school, and that helps a lot. The name of the camp is Chunuawha. It's up in the mountains.

MURROW: Oh, I hope you have a wonderful summer.

HART: Ed?

MURROW: Yes.

HART: I'd like Chris to play some Brahms and Kitty sing it. Would you mind?

MURROW: Oh, wonderful! Thank you.

(Christopher plays piano and Miss Carlisle sings.)

MURROW: Ah, thank you, Kitty. Thank you very much.

CARLISLE: Thank you, Chris.

HART: As long as I pay for the lessons, I might as well hear what I like.

MURROW: Too true. Kitty, do you confine your singing pretty much to home musicals now?

CARLISLE: Yes, I do, Ed. You know, singing is like dancing. It requires daily practice, and I don't have

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MURROW: Well, thank you.

CARLISLE: Good night, children.

MURROW: Good night.

HART: Good night, Chris. Good night, Kathy.

MURROW: Good night, Chris. Good night, Kathy.

CHILDREN: Good night, Mr. Murrow.

CARLISLE: I came to this house -- actually, this apartment -- about four months before Kathy was born, on a stretcher, and there wasn't a stick of furniture in the house. We moved in just like that. There wasn't even a headboard, and by the time the baby was born, and I came downstairs, the whole house was furnished, and I had never seen it before completely done, by my favorite decorator, the best man in the business.

HART: By the name of---

CARLISLE: Moss Hart.

HART: That's right. I want the commercial.

CARLISLE: Moss, why don't you take Ed into your study?

HART: All right. You know---

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CARLISLE: Well, it's off-limits in the sense that he really loves interruptions, but I'm only allowed in to interrupt.

HART: Well, you come in and interrupt me, Ed.

MURROW: All right.

CARLISLE: I'll see you in the morning room in a little while.

MURROW: Very good.

HART: It's down this way. As you know, I wrote a great many of the plays at the farm I had in Bucks County---

MURROW: Yes, I know.

HART: ---and when I came to New York, I wanted kind of an indoor-outdoor room. I had been spoiled, I guess. So you see this is rather an indoor-outdoor room. At the moment I'm turning off the fountain. I don't know whether you can see the water.

MURROW: Yes, I could.

HART: Now it's off.

MURROW: Moss, I rather expected to find you in a typical book-lined workroom.

HART: Well, I got sick of that traditional office study with the books, the shelves, and the pipes scattered around -- well, there are some here, but there are no books

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MURROW: Moss, was play writing something you just happened to fall into, or was it a long-held ambition?

HART: Actually, a life-long ambition. I was taken to the theater when I was 7 by an aunt of mine, my Aunt Kate, who had a great influence on my life, and I knew then, the first time I saw the magic and wonder of the theater, that this was the world I wanted to be part of. I wasn't sure how, but I never swerved. I knew this was my world.

MURROW: Well, what, exactly, was the attraction to a boy of 7?

HART: Well, it's hard to be explicit. I suspect that the theater is the refuge for many unhappy children. Somehow they suddenly see their fantasies played out for applause and an audience,---

MURROW: Yes?

HART: ---you know, and although I am not an unhappy child any longer, my passion still remains the theater.

MURROW: And none of that initial excitement has worn off, huh?

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HART: I am still hopelessly and relentlessly stagestruck.

MURROW: Moss, of all the plays and musicals you have since been associated with, which has given you the deepest, the most personal satisfaction?

HART: Well, there are a few different kinds of satisfaction. There was the Pulitzer Prize which I won with George Kaufman for writing, "You Can't Take It With You."

MURROW: Yes?

HART: There was the adventure of "Lady In The Dark." There was "Winged Victory", which was a different kind of excitement, which was my contribution to the war effort, and for which I received a check made out to me. I have it here, or rather a framed copy of it, for $1,414,620, which I turned over to the Air Force Show, which wouldn't it have been wonderful to have kept. When I translate that into merchandise, wonderful. So "Winged Victory" had a different kind of adventurous sense for me. That was the most fun, in a way, and I guess "My Fair Lady" has been the most financially successful.

MURROW: Moss, am I right in thinking that all of your writing has been confined to plays?

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"Gentleman's Agreement" and "A Star Is Born," but for the last five years I've embarked on a different kind of writing adventure. I've been writing prose for five years. I've been writing my autobiography, and by some happy accident, purely by happy accident, I happen to have an advance copy of the book which will be published in September by Random House, and here it is, Ed.

MURROW: You're a very thoughtful host. I was just about to ask you about it. "Act One."

HART: Yes, it's called "Act One", Ed, because it ends with the opening night of my first play. I happen to think that the beginnings are the most interesting part of anyone's career. One can always read about success in "Who's Who" but how it all began is the part that interests me, and I've been on it for five years. This book represents five years of effort.

MURROW: Well, of course, your beginning was some time before you met Mrs. Hart, but certainly Kitty must have had some small contribution, to the five years of labor on "Act One."

HART: Oh, she had an enormous contribution. She made an enormous contribution. She is a great listener. At the end of each day I would read her what I had written, and

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MURROW: Yes?

HART: ---and I think you know, Ed, most English houses, due to their rather wretched climate, have what they call a winter garden or a morning room so there was one sunny and pleasant room in the house. It seemed like such a good idea, we turned this, which used to be my own study, into a morning room. This leads to the terrace, and in the day it's filled with sunlight.

MURROW: Kitty, it must be very pleasant to have Moss around the house all day all the time.

CARLISLE: Well, I just heard him say he's an ideal husband. He is, Ed.

MURROW: I heard him, too.

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CARLISLE: He is, Ed, but not because he stays around the house all day. That's absolutely ghastly because, you know, you never are able to finish anything. The minute you're doing something, he's saying, "Darling, would you? May I? Could you?" and nothing is ever finished. So I decided to take up a whole new career of my own.

MURROW: What's that?

CARLISLE: Well, I'm -- you see, before you a virgining lady lecturer, and I start my lecturing career on the 15th in White Plains of this month.

MURROW: Mainly on matters having to do with the theater?

CARLISLE: No, Ed, not at all. Well, you tell.

HART: Well, Kitty asked me what she should talk about. I suggested she should talk about a subject to which she has given the most flattering attention every day of her life, herself.

MURROW: I shall come to the opening lecture. Thank you.

CARLISLE: Oh, no one's allowed. No one's allowed, not even Moss.

MURROW: Thank you, Kitty. Thank you, Moss. I'm sorry we have got to go. Good night.

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CARLISLE: Good night.

MURROW: Thank you again. Good night.

HART: Good night, Ed.

MURROW: I'll be back in a moment to tell you about next week's guests right after a word from Bob Wright speaking for Kent.

(Commercial)

MURROW: Next week we'll be calling on composer and producer Julie Stein here in New York. We'll also be visiting with that restaurant man, Vincent Sardi, Jr. and his family.

There are some of the people who made tonight's program possible.

ANNOUNCER: PERSON TO PERSON is produced by John A. Aaron, Jesse Zousmer and Edward R. Murrow.

MURROW: And now from PERSON TO PERSON, good night and good luck.

HART: Thank you, Ed.

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[Commercial]

MURROW: Let me see: "Three Coins in the Fountain," "Mr. Wonderful," "The Party's Over," "I Don't Want to Walk Without You, Baby," "Just in Time"--these are just a few of the many successfully popular songs Jule Styne has turned out in his twenty-five years as a composer. In addition to song-writing--Jule's newest score is for "Gypsy," which opens here in New York next Thursday--he has produced a number of hit shows of his own on Broadway and he's worked on, I think, about thirty or more motion pictures in Hollywood.

Jule Styne was born in London, came to this country when he was eight years old, settled and grew up in Chicago where he was a piano soloist with the Chicago Symphony at the early age of nine. Eventually he drifted into popular music, first with a band of his own, then as a composer.

Jule Styne lives in a small apartment here in New York--that dark building with the bay window--on the East side of Manhattan.

'Evening, Jule.

STYNE: [playing music] Good evening, Ed.

MURROW: I suppose it would be safe to say that for you a piano, not a dog, is a man's best friend.

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STYNE: Can't resisting doing this [playing]--seeing if it's alive or in tune. I must have a piano in tune at all times.

MURROW: Well Jule, you obviously worked out your own formula for hit songs. You wouldn't care to let us in on the secret, would you?

STYNE: Well, there's no formula. I do try to keep them pure and simple and write the best one--always make the next one the best one--and I think simplicity's been the key to my success.

MURROW: Well, that alone---

STYNE: Pardon me, Ed.

MURROW: Go ahead.

STYNE: I want to just tell you that---so that even you can whistle it and sing it in your bathtub.

MURROW: Well, I found that frequently keeping things simple can be a pretty difficult undertaking.

STYNE: Yes. To write simple is not easy; to use the entire keyboard is much easier. But my early classical training took so much out of me that I found great relief in reciting the drum and bugle calls for some strange reason, Ed. It is true, but for some strange reason the---the intervals on the bugle kind of stayed with me and there's---there's

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a great influence. There is a trumpet sound in many, many of my songs--"The Party's Over" and I can't tell you how many songs have that interval. And so there---there lies in the key to---there's a clue to my writing.

MURROW: Have you ever had any regrets about not continuing with classical music?

STYNE: Well, I regret the glamor every time I go to see Lenny Bernstein or hear the orchestra. There's a certain glamor sitting at the piano being a soloist. But it's very gratifying to meet old Mr. Oscar here, which I won for "Three Coins in the Fountain," and most gratifying of all, Ed, is when I ride in a taxi the cab driver will be whistling one of my songs. I imagine many people--millions of people throughout the country--through the many years that I've written have brought them some emotional satisfaction and happiness and I think that's the most gratifying part of being---writing popular songs because it is our true American culture.

MURROW: Jule, a lot of hit tunes must have come out of that piano.

STYNE: Many of them. I wrote the score of "Bells Are Ringing," "Say, Darling," and the latest show "Gypsy" I wrote on this piano. In fact, I could do a biography of my

a great influence. There is a trumpet sound in many, many of my songs--"The Party's Over", and I can't tell you how many songs have that interval. And so there---there lies in the key to---there's a clue to my writing.

MURROW: Have you ever had any regrets about not continuing with classical music?

STYNE: Well, I regret the glamor every time I go to see Leonny Bernstein or hear the orchestra. There's a certain glamor sitting at the piano being a soloist. But it's very gratifying to meet old Mr. Oscar here, which I won for "Three Coins in the Fountain," and most gratifying of all, Ed, is when I ride in a taxi the cab driver will be whistling one of my songs. I imagine many people--millions of people throughout the country--through the many years that I've written have brought them some emotional satisfaction and happiness and I think that's the most gratifying part of being---writing popular songs because it is our true American culture.

MURROW: Jule, a lot of hit tunes must have come out of that piano.

STYNE: Many of them. I wrote the score of "Bells Are Ringing," "Say, Darling," and the latest show "Gypsy" I wrote on this piano. In fact, I could do a biography of my

whole life in a minute and a half.

MURROW: Let's try.

STYNE: Well, to go back to the war era: the first song that ever started me writing songs I wrote with Frank Loesser. It went [plays, sings, "I don't want to walk without you, baby."]

MURROW: Oh, I remember hearing that during the war overseas.

STYNE: Here's a song that Sam Goldwyn hated. But it became a hit despite Sam Goldwyn--not in his picture, someone else's picture. It went [plays, sings, "Kiss me once, kiss me twice, kiss me once again. It's been a long, long time."]

MURROW: Why did Sam hate it?

STYNE: I don't know. He said it was too simple. You think you know simplicity. There's a song that brought Doris Day success in her first picture which gives me kind of a thrill. [Plays, sings, "It's magic."] And here's a two trumpet call song [plays, sings, "A kiss on the hand."]

MURROW: Oh, yes.

STYNE: [Singing: "Diamonds are a girl's best friend."] Well, and here's another song from "Bells Are Ringing" which sort of has a interval, a trumpet interval. [Plays,

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MURROW: Let's try.

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STYNE: [singing: "Diamonds are a girl's best friend."] Well, and here's another song from "Bells Are Ringing" which sort of has a interval, a trumpet interval. [plays,

sings, "The party's over."]

MURROW: Jule, I said a moment ago you've been composing for twenty-five years. Do you remember anything from the prohibition era?

STYNE: Oh, I wrote my first, first song in prohibition, to wit: [plays, sings, "I'm blue every Monday, thinkin' over Sunday."] That was a saloon type of song.

Anyhow, getting back to reminiscing with you, Ed--this is so much fun--here's a song with a game. We used to play these games at Sinatra's house and we'd fool the people. Say have you heard Jerome Kern's latest song or Gershwin's latest song, and which one turned out the---only I couldn't remember it after I'd written it. It went something like [plays, sings, "Time after time."]

One of my favorite songs from "Bells Are Ringing" was written on this piano and it went [plays, sings.]

MURROW: Delightful. Thank you, Jule. I take it you do most of your work right in this room; right?

STYNE: Well, not all of it. I have another room down here. You see, I used to live in a much larger apartment but it wasn't too good for Jule Styne because Jule Styne must have pianos and something to remind him that he's a songwriter. Oh, while I'm here, this is what---you see I've frustration---

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I once wanted to play the violin so badly and I couldn't make it, you see, then I--my folks told me to play the piano. But this is an old violin stand that's a very wonderful piece. It's 1700's, an English music violin stand; and this is where, of course, I sleep. And, oh here's a lovely piece, Ed. This is an old Gothic chest that was made into a desk. You see it would open normally this way and, of course, the desk part is on that side.

MURROW: Real collector's items. Is this a hobby of yours?

STYNE: No, Ed, it isn't. My real hobby, I'll tell you---If you'll follow me up here I'll tell you---show you a few things. My real hobby---I'm a frustrated baseball player. I was pretty bad. Here's a time we used to have out in Hollywood which Frank Sinatra got together. It was called the Sinatra Swooners. There's Frank, of course, and there's Anthony Quinn, and there's Barry Sullivan, and there's me. There's Sammy Cahn who used to write verse with me. And here's my oldest son, Stanley. And speaking that---I was pretty bad at that, Ed. This is what I'm better at. This is my Drama Critics Award for the producer, producer of the revival of Pal Joey. Of course here's my twenty-five year citation from the Friars as a songwriter. And, well, here's another little

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thing also. This is my younger son, Norton, who goes to Syracuse now, who used to be a mascot of our baseball team.

MURROW: Oh yes. Jule, the Yankees seem to be having a little trouble these days. Is this keeping you up nights at all?

STYNE: Not at all. They're having trouble tonight, too. And---Not at all. My favorite team, of course, is the Cubs. I'm a good old Cub fan. And I wish the Yankees had Ernie Banks; they wouldn't have these nightmares.

MURROW: Now there's a friend of ours in the center, isn't it?

STYNE: Oh, the greatest. Ethel, star of "Gypsy." She's so wonderful that---finally got---finally got to write a score for Ethel Merman. And that's something. Speaking of Ethel Merman, Ed, here's our original cast album of "Gypsy" which comes out next week, and we're very happy about. Merman really sings up a storm on that.

MURROW: Well, we'll soon be hearing a whole new crop of Jule Styne tunes. Jule, what in your opinion is the most important single asset for a songwriter?

STYNE: A trunk.

MURROW: A what?

STYNE: A trunk.

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MURROW: Oh yes. Julie, the Yankees seem to be having a little trouble these days. Is this keeping you up nights at all?

STYNE: Not at all. They're having trouble tonight, too. And---Not at all. My favorite team, of course, is the Cubs. I'm a good old Cub fan. And I wish the Yankees had Ernie Banks; they wouldn't have these nightmares.

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MURROW: Well, we'll soon be hearing a whole new crop of Julie Styne tunes. Julie, what in your opinion is the most important single asset for a songwriter?

STYNE: A trunk.

MURROW: A what?

STYNE: A trunk.

MURROW: I'm afraid I don't understand just what you mean.

STYNE: Well, you see we write a lot of songs. One producer hates the songs, and when he hates the song this is it: a nice big trunk. We put 'em in the trunk. You've heard of a composer's trunk. And when we go to the next job and the guy--and the guy likes it, a producer likes it, you whip out and say well I have my little trunk. Everybody but the lyric writers hate trunks. They find it pretty frustrating to write trunk songs. And this thing is full of little gems.

MURROW: Jule, of all the songs you've written, is it possible your favorite is still hidden deep in that trunk?

STYNE: Well, we never know what's hidden in the trunk, Ed, because I write for people--such wonderful people as Hermione Gingold in "First Impressions," Judy Holliday in "Bells Are Ringing." Of course, here are the greatest. These two will eventually wind up with all the songs: my two grandchildren.

MURROW: Oh, yes.

STYNE: And my son Norton. And, oh Ed, speaking of "Bells Are Ringing" which reminds me--you know, I always wanted to write a song which would be the easiest for the

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MURROW: Oh, yes.

STYNE: And my son Norton. And, oh Ed, speaking of "Bells Are Ringing" which reminds me--you know, I always wanted to write a song which would be the easiest for the

public to remember and would have some form and good taste to it, and it was such a song in "Bells Are Ringing." I just played it for you before. But it was based on two notes [playing]. Pretty easy. And then when you add a little harmony it goes [playing and humming]. Simple, isn't it, Ed?

MURROW: Oh very. Jule, which is more important for a successful song: words or music?

STYNE: Well, a tune is a tune and a lyric is just a group of words. You put them together, you have a song. That's very---Of course, I've been blessed with having wonderful lyric writers such as Sammy Cahn, Leo Robbins, Comden and Green, Frank Loesser, and now Stephen Sondheimer who's just written the lyrics to "Gypsy." And I think---So, I think---I would say the lyrics are most important.

You see, as a tune writer I---It's funny for me to say it but I tell you, the songwriter has everything going for him. He has a full orchestra that plays all the melody, and the lyric writer only has one little person to say the words against twenty-nine or thirty men, so I think---I think the most professional part about a popular song are the words. If the words are good you remember it. Now that's a strange thing but that's my personal opinion.

MURROW: Jule, tell me this: other than selling

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MURROW: Jule, tell me this: other than selling

all those songs in a trunk there, what do you most look forward to?

STYNE: Well, a farm, and I'd like to breed horses, and do a lot of cooking for my friends.

MURROW: Are you a pretty fair cook?

STYNE: Try me some time. I cook in several languages.

MURROW: Jule, thank you very much for letting us come tonight.

STYNE: Thank you for inviting me, Ed.

MURROW: It's very pleasant indeed. Good night.

STYNE: Good night. [Plays piano]

MURROW: Good night, Jule.

In just a moment we'll take you for a visit with Vincent Sardi, Jr., and his family, right after a word from Bob Wright speaking for Kent.

[Commercial]

MURROW: Vincent Sardi, Jr., runs a restaurant here in New York. It's been described as the unofficial club, office, and nerve center of the legitimate stage in the Western Hemisphere. Vincent also owns a newer Sardi's on the East side, but it's the West side Sardi's, founded by his father, that's long been almost a second home for theater people from

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When Vincent took over Sardi's some thirteen years ago he brought a varied training to the job. He started studying pre-medicine at Columbia, but he graduated in business administration. He started running an officers' mess for the Marines in World War II but pretty soon he found himself a captain in Okinawa and China. But through most of his forty-three years Vincent Sardi, Jr., was first observing and then practicing what comes naturally to a Sardi: the restaurant business.

Vincent Sardi, Jr., his wife Adele, a former actress and singer, and their four young children, live in that center brownstone house on the upper East side, just a short cab ride to his restaurants.

'Evening, Vincent.

SARDI: Good evening, Ed. Welcome to our home.

MURROW: Thank you. I know you have some, what is it, 800 caricatures of famous Broadway stars on the walls of your restaurant. Is Sharkey the Seal among those honored?

SARDI: Oh no. Some of them don't look human but so far we've just stuck to the human actors and actresses.

MURROW: Vincent, with your family background and your father's reputation, how did you ever get sidetracked

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MURROW: Vincent, with your family background and your father's reputation, how did you ever get sidetracked

temporarily on a pre-med course in college?

SARDI: Well, Ed, I think that was mostly due to my mother. I think she thought that anyone not in the restaurant business only worked from eight to five, and therefore I was slated for a professional career. Unfortunately, I sold my chemistry books so that I could get some money to go to a junior prom, flunked chemistry, ended up in business administration, and here I am in the restaurant business.

MURROW: Weren't you ever tempted to try the stage?

SARDI: Oh yes. You know the---As a kid on 44th Street the theaters were my playground. I used to play backstage in the Broadhurst and Shubert. I had a dog that was in a play about a veterinarian. The play was called "Pigs." And then I finally was in a play called "The Master's Year" when I was about seven years old, another play called "Send No Money"--and they didn't--I never got paid for that one. And a walk-on in "Buckaroo." But I never really got---While I loved the theater I never really wanted to become an actor and stayed in the restaurant business.

MURROW: And I presume this pleases Mrs. Sardi, doesn't it?

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SARDI: Oh, it certainly does. As a matter of

fact she's upstairs getting the cast ready for our play. Adele, are the children ready?

MRS. SARDI: Yes, just about, Vincent.

MURROW: 'Evening, Adele.

MRS. SARDI: Hello, Ed.

MURROW: Adele, this must be something of an event, on a Friday night, isn't it? Keeping the children up this late and having Vincent home at this time of night?

MRS. SARDI: Well, you're absolutely right. It's a rare Friday evening that we get Vincent home here. It's rather an important person that brings him here, Ed. As a matter of fact, we do have some moments together. Every breakfast we have together. But otherwise he works a restaurateur's hours--six days a week and ten to fourteen hours a day.

MURROW: Adele, before you met Vincent did you have occasion to dine at Sardi's?

MRS. SARDI: Why, yes I did. But well on the way to Sardi's, Ed, very briefly, I was born and brought up in Montana and then moved to California, to Hollywood, where I finished school and went through a couple of years of motion pictures there. And then came on to New York where I appeared in a musical which was a flop. But across the street was Vincent and Sardi's.

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MURROW: Evening, Adele.

MRS. SARDI: Hello, Ed.

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MURROW: And so now are you all through with acting and singing?

MRS. SARDI: Oh, pretty much, I would say. After all, Ed, the reasons are upstairs--the children. And may I say this, that there's nothing more satisfyding--satisfying or rewarding than being a mother. It's the best role I've ever played.

Kitty, would you send the children down, please. Here comes Tabitha. She's six years old.

MURROW: What an entrance. Hello, Tabitha.

SARDI: There we go.

MRS. SARDI: And here's Paul; he's four.

MURROW: Hi, Paul.

MRS. SARDI: And you David. This is David Racey? Sardi.

MURROW: Hello, David.

MRS. SARDI: And if you can hear me, Ed, while I'm coming around the bend---

MURROW: Yes.

MRS. SARDI: ---we have our other little prize package upstairs, little Jennifer, who's six months old.

MURROW: And sound asleep, no doubt.

MRS. SARDI: Sound asleep, I hope.

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MURROW: Well, if you ever have the urge to perform you have a good size audience right at home, don't you?

MRS. SARDI: Yes, you're so right. Actually, Ed, we've been sort of---sort of training our children, because they're all very musical, and Tabitha's playing the piano and we have our own little family musicales.

MURROW: Does that include Vincent?

MRS. SARDI: Oh I should say. He's getting very good on the clarinet, Ed.

MURROW: Is he?

MRS. SARDI: Yes.

SARDI: Oh yes, and you know we have some friends of ours, Don and Jean Selden and they have five children, formed an orchestra which they call the Selden Sizzlers. And they were very nice to us and invited us to join their group. I play second clarinet to Susie, who is fourteen years old--she plays first clarinet. And Adele plays the trumpet, second trumpet, and Chipper, who's ten years old, plays first trumpet. Now that Tabitha's been taking music lessons and we're going to do a spring festival. And our share of it is going to be to do Old MacDougald Had a Farm.

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MURROW: Wonderful.

MRS. SARDI: Shall we go?

MURROW: Let's go.

MRS. SARDI: [Family playing] Carry on.

SARDI: I squeaked.

MRS. SARDI: We knew you would, daddy.

MURROW: David is a wonderful audience sitting there.

MRS. SARDI: Wasn't he good?

MURROW: That certainly ought to meet with the approval of Kostelanetz.

MRS. SARDI: Oh I hope so.

MURROW: Vincent, what inspired you to play the clarinet?

SARDI: Well, as you have heard, we have all these musical instruments in the house. Adele, incidentally, we just got a new organ for her, a pump organ, which we have downstairs in the basement, in the back room. And Adele thought that I should join into the family spirit of the thing and learn an instrument. And if you'd like to hear the organ we have it downstairs.

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SARDI: Well, as you have heard, we have all these musical instruments in the house. Adele, incidentally, we just got a new organ for her, a pump organ, which we have downstairs in the basement, in the back room. And Adele thought that I should join into the family spirit of the thing and learn an instrument. And if you'd like to hear the organ we have it downstairs.

MRS. SARDI: Yes, may we show it to you?

MURROW: Good.

SARDI: Actually---

MRS. SARDI: See you later, okay?

SARDI: Good night, children.

TABITHA SARDI: Good night.

MURROW: Good night.

SARDI: Actually I was---played the violin. I practiced it for ten years and I hate to admit it but never got out of first position. I gave up all sorts of musical instruments and then two years ago Adele greeted me for Christmas with this clarinet. By the way, I have an office in here and in this office we do a lot of public relations work for the Marine Corps Reserve unit I belong to, and some charity things and the restaurant---Oh, Adele's got the organ pumped up. Let's go in and listen to it.

MURROW: Good.

[Mrs. Sardi plays organ.]

MURROW: Thank you, Adele, Thank you.

SARDI: You don't know how she practiced for that. She's been rehearsing for days.

MURROW: That's very good. Vincent, you're a very fortunate man. After the frantic pace of the restaurant

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[Mrs. Sardi plays organ.]

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business you can come home to two floors of relaxation to music.

SARDI: Well, you're right, Ed. But I also have another way of relaxing: sports car racing. Amateur sports car racing has been my hobby for quite a while now and I have some pictures here.

This is a picture of a race up at Thompson, Connecticut, which was taken last year. This is just before the race. I was driving an Austin Heli in this event and had a mechanic and Adele there to cheer me on. And this is a picture taken just before the flag dropped. But the most surprising thing is that I actually won that race, and here's a picture of Adele presenting me with a pair of cuff links which have a checkered flag on. And she had bought these cuff links a year and a half before and it took her that long to get a chance to present it to me. She was my pit crew chief.

MURROW: Adele---

MRS. SARDI: Yes?

MURROW: Just what does a pit crew chief do?

MRS. SARDI: Well, generally speaking, Ed, they sort of let the driver know just where he is in the race and what he's doing. And we usually have two people in the pits and one of us times and the other brings out blackboards---a

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blackboard with their position, how many seconds they must have, before they overtake the next person. But just generally encourage them, I think.

MURROW: Vincent, agreed that racing relaxes you, but you must find the traditional meeting at Sardi's after the opening night of a Broadway show a bit of excitement, don't you?

SARDI: Oh well, Ed, the excitement is something like that. It doesn't compare to the automobile race either. The excitement of the theater is beyond anything like that. And on an opening night you get the cast of the play coming in, the backers, the producer: they're all excited, waiting for something to happen, waiting for the reviews. The New York Times and the Herald Tribune send us their first copies. As soon as they get off the press with the reviews they send them over by messenger. We distribute them out to all the customers and it's very exciting. There's nothing like it.

MURROW: Well, I suppose rave reviews must sometimes lead to rather roaring parties.

SARDI: Well I must admit that when the reviews are good the---You know, the champagne flows and we're all happy. I am and the producers. Of course occasionally, very often when the reviews are not good, it turns out to be rather

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bad. As a matter of fact, a lot of the producers are afraid of these after-theater parties turning into a wake. And one producer, I remember, arranged to have the room held for him until the end of the show with all the waiters and the food all set up and everything like that, and then if the show was going to be a hit we would have the party; if not, it was going to be called off. I couldn't stand to wait and I went over at the end of the first act. It was just before the end of the first act, and I caught just two minutes of the show and that was enough. I went back, sent off the waiters, closed down the room, because I knew there wouldn't be a party that night.

MURROW: Adele.

MRS. SARDI: Yes?

MURROW: With all your friends in the theater, are you frequently advised to invest in shows that just can't miss?

MRS. SARDI: Well, as far as I know we just don't invest because, Ed, we have so many people, you know, who are producers I don't think we'd know where to start or to end.

SARDI: Well Actually, Ed, once I joined in with a group of fellows at the bar. Bernie Hart formed a club and

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we put in $25 per person to back a show, and I think I got $5 back. That's the only time I did it.

MURROW: Well, I gather that producer didn't get your best table thereafter, did he?

SARDI: Well, actually you know successful people are not worried about where they sit. And people like Rodgers and Hammerstein and Alfred Drake and all the stars: they don't worry where they sit as long as they're comfortable. We---The sitting arrangement and sitting problems is more for people who want to look and gaze, for tourist-minded people.

I must admit that when a man's out of work, for example, we're a little more careful. We show him off when we can.

MURROW: You give them the best table so he can be seen by producers and that sort of thing. Is that right?

SARDI: That's right.

MURROW: Well, Vincent, by my watch you have just about time enough to grab a cab down to Sardi's and start the big part of your working day with the after-theater crowd. It was very good visiting with you.

SARDI: Well, thank you very much.

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SARDI: Well, thank you very much.

MRS. SARDI: Thank you.

MURROW: Good night, Adele.

MRS. SARDI: Good night, Ed.

MURROW: And will you say good night to the children, please.

MRS. SARDI: We will.

SARDI: Yes.

MURROW: Good night.

MRS. SARDI: Good night, Ed.

MURROW: I'll be back in a moment to tell you about next week's guests right after a word from Bob Wright speaking for Kent.

[Commercial]

MURROW: Next week we'll be going to Chicago for a visit with the colorful new president of the White Sox baseball team, Bill Veeck, Jr., and his family. We'll also be calling on one of the country's most distinguished civic leaders, Mrs. Albert B. Lasker, here in New York.

There are some of the people who made tonight's program possible.

[Credits]

ANNOUNCER: PERSON TO PERSON is produced by John A Aaron, Jesse Zousmer, and Edward R. Murrow.

MURROW: And now, from PERSON TO PERSON, good night and---

MURROW: Good night, Adele.

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MURROW: In baseball, Bill Veeck has become synonymous with excitement, action, color and nonconformity -- ranging all the way from midgets in the lineup to post-game fireworks. Bill, who was born 45 years ago in Chicago, learned the tricks of the trade from his father, a former baseball writer who later became president of the Chicago Cubs and started his son on a baseball career at about the age of 11 helping out in the ticket office. Years later, after serving with the Marines in World War II, Bill Veeck became a major league owner and operator, first with the Cleveland Indians, later the St. Louis Browns. Now, after an absence of some six years from the baseball scene, he heads a syndicate that controls the Chicago White Sox, much to the delight of the fans, and, of course, also of the fireworks manufacturers.

Bill Veeck, his wife, Mary Frances, and their four young children live in an apartment in this building on the lake shore of South Side Chicago, just about 15 minutes from the ball park.

Good evening, Mary Frances.

MRS. VEECK: Good evening, Ed.

MURROW: Good evening, Bill.

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Good evening, Mary Frances.

MRS. VEECK: Good evening, Ed.

MURROW: Good evening, Bill.

VEECK: Good evening, Ed.

MURROW: With your club a half game out of first place you must be pretty happy people tonight.

VEECK: Well, as a matter of fact, one is very happy, except since the ballgame is on now, I'm suffering.

MRS. VEECK: Yes, it's 1-0 in favor of us, but this means nothing to Bill, you see. You just wait.

MURROW: Well, the Yankees are certainly having their troubles at the moment. How do you figure it, Bill?

VEECK: Isn't that a pity! Ed, as a matter of fact, you know I'm not a Yankee lover, and whatever happens to them, I hope it's nothing trivial. But I do feel that their ball club is a little better than that, and they won't be down there too long, even though they're fortunately getting their brains knocked out again tonight by Baltimore.

MURROW: Well, they lost to Baltimore 5 to 0 tonight.

VEECK: Oh, that's wonderful! You know, things are getting so that probably the Yankees will take desperate steps. They may even make a deal with Kansas City.

MURROW: Mary Frances, do you ever lend a hand in running the White Sox?

MRS. VEECK: Definitely not, Ed. I think I'm

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We do do a television show. We started a couple of weeks ago, and it is really Bill's show, which is the way it should be. I am there just a little bit to break it up, you know, because I think that women on sports shows -- you almost have no middle course; you either sound like an idiot, or you sound like the little expert, and I don't want to sound like either, so I don't -- really, this is the most I have ever talked on television.

MURROW: Well, tell me -- talk a little more, it's wonderful -- is Bill's mode of living really as casual as it is reported to be?

MRS. VEECK: This man -- I think so. There are a few things that he cares terribly about, and gets on a soap-box -- outside of baseball -- and he's very tense and intense about. He's very casual. We have our children on a pretty good routine. I have no theories one way or the other about it. It is more convenient for us, and they seem to have

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MURROW: Yes.

MRS. VEECK: I'm not on a routine. I'm not routine-happy myself, but I do feel that there are some things that have to be done. I have to keep from Bill, for instance, the fact that on Mondays we usually do send the laundry out, no matter where we are.

MURROW: Well, keeping up with Bill Veeck and taking care of your small children is probably pretty exhausting, but good for the waistline, huh?

MRS. VEECK: I could think of other things that would be more interesting than good for the waistline, but you're right. I should make apology, I think, to all of my friends whose children I sent toys to before I was a wife and mother. You know, I was always great for sending them the things with the little pieces. Oh, I do apologize. This, for instance. I picked it up once today. And this is my board. I thought a wonderful opening to greet you would be

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MURROW: Why not?

MRS. VEECK: Well, I bought it five years ago and I have only been on it once for 15 minutes, but I'm keeping it there. I keep hoping.

MURROW: Bill?

VEECK: Yes, Ed.

MURROW: You always seem to manage to look good and trim. How do you keep in shape?

VEECK: Well, Ed, why don't you wander in here with me and I'll try to give you an example. Actually, you know, since we've had the White Sox, we haven't had a great deal of opportunity to get any, really, physical exercise. Most of my exercise has been chasing the long-ball hits, and I can't say that I have been really successful. But during the summer I do play some tennis -- not as well as I would like, and certainly not well enough to beat Hank Greenberg yet. As a matter of fact, I built a tennis court on a ranch one time out in Arizona. At the time it seemed I had everything going for me, and I suddenly became a gentleman and gave him his choice of courts, and he walloped me. And during the winter I play a little paddle ball. I used to play quite a bit of handball, but I must admit that I'm getting a little ancient

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maybe. My hands are getting soft and so I find this paddle ball game much more fun for me.

MURROW: Well, it happens to all of us, I think. Bill, since we're in your bedroom, I want to ask you something. How many neckties do you own?

VEECK: Of course, none, except the day after Christmas. Everybody thinks that it is a very unique gag to send you the most atrocious tie that they can. As a matter of fact, you can see my whole wardrobe in here. I have a couple of other suits, and, oh, I don't know, maybe 50-60 white shirts, and that's the wardrobe.

MURROW: Well, that open-necked sport shirt has become sort of a trademark for you. I suppose you have often been asked why you never wear a tie.

VEECK: Well, it started out, really, because I had some problems on my neck -- some ingrownhairs -- and the barber told me that if I didn't wear a tie and collar, it would get well quicker, and I found this most enjoyable, and then I guess it became a kind of crusade. It seems kind of strange that wearing a tie would make one dressed. You can roll in the gutter, but you put a tie on and you're perfectly acceptable. On the other hand, if you're clean and reasonably neat, this doesn't mean anything if you don't have a tie

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MURROW: Well, I suppose, Bill, in your job you have to do a certain amount of speech making. Do you find this much of a chore?

VEECK: Oh, gee, quite the contrary. I find it most enjoyable. I make probably, oh, 300-350 speeches a year, and I enjoy every one of them. It gives you a chance to get out and meet the people, and you'd be amazed, Ed, at how much information you pick up about running the ball club. You know, the average fellow in a ball park is a great deal brighter than anyone gives him credit for being. He's not only an expert on your playing personnel, but he's an expert on what he wants in the ball park.

MURROW: Bill, after these speeches, what kind of questions do the women ask you?

VEECK: Well, as a matter of fact, they usually ask the most difficult ones, and one of the things, of course, is that they're much more tenacious. They don't let you off with the casual answer, and they, of course, are much more interested in personalities and the people involved. A good

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female fan is probably better than the average fan by considerable, and I find that they know a great deal more about baseball than anyone will give them credit for.

MURROW: Well, Mary Frances ought to be of considerable help in preparing some of those speeches, isn't she?

VEECK: Well, in reality, Ed, there isn't really any way you can prepare a speech because, you see, you meet so many different groups. One day you'll have fathers and sons, mothers and daughters; the next time you speak to the concessionaire's association, and then the next day to some college group, and so there isn't any way that I know that you can prepare a speech. I know -- I kind of figure that I've been knockin' around this business in every department, oh gee, for 30 years, and if I'm not prepared to answer questions and to deliver an oration, such as it is, there's nothin' I can do about it.

MURROW: Mary Frances, with a traveling man for a husband, how many homes have you had to establish since becoming Mrs. Bill Veeck?

MRS. VEECK: I think we figured up the other day that since our arrival here at the Sherry in Chicago, this is the eighth home we've had. That's pretty good. We've only

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We've only been married nine years. We've had our children in -- each one in a different state. That's what makes each move a little bit different, you see -- it's more difficult. As a matter of fact, we left the ranch two years ago to go to the World Series. We haven't been back.

MURROW: Bill---

VEECK: Yes, Ed.

MURROW: ---what's behind your theory of showmanship in baseball?

VEECK: Well, I happen to have a very ridiculous theory, according to very many ball club operators, that it should be fun. You know, I don't think baseball is such a grim, serious thing. Sure, I don't want to interfere with the game, but I do want everyone who comes out to the ball park to have fun. And, look, let's face it -- often the ballgame is not the most exciting thing that ever has happened. That's why we use fireworks. Well, in St. Louis they were often the only interesting thing that happened, and they woke everybody up and got 'em home at a nice hour.

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I know this: that there is no stunt like the winning ball club.

MURROW: You know, Bill, there don't seem to be as many colorful personalities in baseball as there used to be, or is that just my imagination?

VEECK: Oh, no, Ed, that's a very sage observation. That's one of the greatest difficulties that baseball faces. It used to be that every ball club had an exciting player or two, sometimes even more, and today after you go to see Williams, and Casey Stengel, and maybe Yogi Berra, and Nellie Fox, you've had it in the American League. We don't have those same exciting fellows.

MURROW: Well, then, Bill, it's safe to say that you're not an advocate of conformity, be it baseball or anything else. Right?

VEECK: No, I'm not, and you know, I think this is one of the things that is hurting us as a nation. It used to be that -- in every business -- let's take our courts of law. They had their Bill Fallons and their Clarence Darrows, and their Sam Leibowitzes, and so on. They're all gone today. We try to make everybody fit into a mold. If they're too long, why you lop them off, and if they're too short, stretch 'em, but make them fit.

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MURROW: Well, how do you account for this strong

trend toward conformity in this country?

VEECK: Ed, I think probably the most important thing is the exact identical education that is given to everyone throughout the country, and, of course, then you add to that military service in which conformation is almost a prerequisite, and you get then involved, after they get out, they're more interested, instead of doing extremely well in their own particular way, they're very interested in, oh, pension plans, and that sort of thing, and these are fine except when they interfere with the development of an individual.

MRS. VEECK: Yes, a pat rich nation.

VEECK: Right.

MURROW: Mary Frances, how about you? Has Bill turned you into a nonconformist, too?

MRS. VEECK: I never thought of myself as one way or the other. I think he probably married me because I came closer to being a nonconformist.

MURROW: Thank you very much, Mary Frances. Thank you, Bill Veeck, and good luck in the ball game tonight.

VEECK: Thanks, Ed, that's what we need most of.

MRS. VEECK: Thank you very much.

MURROW: Thank you very much. Good night.

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MRS. VERCK: Thank you very much.

MURROW: Thank you very much. Good night.

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MURROW: In just a moment we'll take you for a visit with Mrs. Albert D. Lasker, but first a word from Bob Wright speaking for Kent.

(Commercial)

MURROW: Mrs. Albert D. Lasker is a woman of many and varied interests: flowers and philanthropy, cancer and research, and community welfare, art and the ailments of the heart. Mrs. Lasker has long been identified with her work for medical research through the Lasker Foundation, which she founded with her late husband, the advertising pioneer, Albert Lasker, and while New Yorkers are well acquainted with her efforts on behalf of the more beautiful city through huge plantings of shrubs and trees in our midst, there are many in Washington who know her best for her constant activity on behalf of an expanded health program. And there are still others who know her as the owner of one of the world's finest private art collections.

Mrs. Lasker, who has a country home in Dutchess County, New York, lives in this six-floor town house -- that dark building in the center. It's over on Manhattan's East Side overlooking the East River.

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Good evening, Mrs. Lasker.

LASKER: Good evening, Mr. Murrow.

MURROW: How are you?

LASKER: I'm fine.

MURROW: I know your busy schedule and I'm delighted that we're able to call on you on a Friday night.

LASKER: Well, I'm delighted to have you. Paul Hoffman asked me to dine with Dag Hammarskjold and the Henry Cabot Lodges tonight, but I decided that I would stay home and talk with you instead.

MURROW: Thank you very much, Mary. Mary, I've heard you described as one of the busiest unemployed women in America. What with a dozen or so public service organizations you devote so much time to, what's your secret?

LASKER: No secret. I don't know how to stop.

MURROW: Well, are you still searching for that secret?

LASKER: Yes. I need advice.

MURROW: Tell me, whatever the cause of your day's occupation, I know it must be pleasant to return to your beautiful home in the evening, isn't it?

LASKER: Well, it is, and as you know, you know I love the pictures and I love flowers.

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MURROW: And no music?

LASKER: And -- oh, yes, music. I listen to music. Sometimes to opera scores, and sometimes to Modivanni or Bing Crosby.

MURROW: Mary Lasker, no visitor to your home has failed to be impressed by your paintings. Would you mind showing us something of your collection?

LASKER: I'd love to, Ed. This is one of the Matisse's that belongs to me. It was painted by him in the 20's, and I have some more in the dining room that I'd like to show you.

MURROW: Thank you.

LASKER: I think this is one of the most exciting still lifes that Matisse ever did. It's full of color and warmth, and it gives me great pleasure. It seems to me like -- oh, warm-like fire in a room. And here's another. An interior with almost everything in it, called Tobaque Royale. It was painted about the same time as the still life in the early 40's, and it represents his interest in design inspired by many Oriental ideas of design.

MURROW: But, Mary, you have a good deal more than Matisse on your walls, haven't you?

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MURROW: I remember.

LASKER: Yes, I want to show you some other pictures.

MURROW: Tell me, Mary, did you or Mr. Lasker start the collection?

LASKER: Well, it was really my husband who started it. I think I interested him in pictures first, though. I have some pictures here by Seyzon and Monet and Renoir, van Gogh, but I want to show you one of my favorite Utrillo's. It's Afriker---

MURROW: Oh, yes, I remember that one.

LASKER: ---in Paris. Don't you think it's one of the loveliest sights in Paris?

MURROW: It certainly is. It's a beautiful painting.

LASKER: And here's the "White Roses" by van Gogh, one of his last pictures painted, really, literally in about the last month of his life -- that tragic life. This painting looks happy, and he was really so sad.

MURROW: That van Gogh was one of Mr. Lasker's last acquisitions---

LASKER: Yes, it was. He bought it in 1951.

MURROW: Mary, by any chance did the van Gogh in-

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MURROW: Mary, by any chance did the van Gogh in-

spire your interest in beautifying New York starting with your planting flowers on Park Avenue?

LASKER: Oh, I'm afraid that was started long ago really by my mother who loved flowers and parks, and who did a great deal in the town we come from in Wisconsin. I've always felt very sad about cities that were cold and steely, and full of glass and brick in the center; never pretty except on their outskirts. And so it makes me a great joy that the City of New York has planted through the Salute to Seasons Committee so many bulbs on Park Avenue like this---

MURROW: Oh, yes.

LASKER: ---and I'm hoping that this will spread to other cities throughout the country. It already has in some measure.

MURROW: Well, now, Mary, certainly you aren't planning to beautify all of the cities single-handedly, are you?

LASKER: Oh, no. I wish I could, but all I want to do is to spark some interest throughout the country to plant more in the cities, and their centers, more flowering trees, more flowers, more shrubs and also on highways. I find many of the state highways have very little or no planting, and why shouldn't we have flowering native trees and

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MURROW: Mary, was it this interest in nature -- this desire to be surrounded by things of beauty -- that led the Laskers to become art collectors?

LASKER: Well, I don't think it was really this; rather just because we were very visual-minded and we liked visual excitement, and originality in art. Here is a picture by Picasso, who was one of the greatest originators in the history of painting, actually. This was done when he was only 19 years old, just when he came to Paris from Barcelona. You see, she's wearing a mantilla---

MURROW: Yes.

LASKER: ---and he was just at the beginning of his career, and this is the beginning of the Blue Period. He's now 79 years old and still an originator, as you know---

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LASKER: ---and one of the great, great originators of our times, and has influenced architecture and all forms of design.

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spect for originators in art also extends to originators in the sciences -- right?

LASKER: Yes, it does, you're right. I'm very excited about great contributions in medicine especially, and I want to show you a symbol of what the Lasker Foundation gives to honor people who make great contributions in medicine. Here it is. It's a reproduction of the Victory of Samothrace, and we use it to mean victory over death and disease. We give it to outstanding medical researchers, and to people who report medical research and public health administration, outstanding newspaper, magazine writers, and to outstanding television programs that report medical research and public health administration.

MURROW: Mary, the painting above the mantle there?

LASKER: Oh, that's a Renoir -- an early Renoir -- painted in 1878, "The Scene on the Seine." I like it -- don't you?

MURROW: Very much, indeed. Very much. Mary, the Foundation does more than present awards to outstanding scientists, I know.

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We're always overcommitted, and that's one of the things I want to talk to you about. You know, the amount of money that's available for research is totally inadequate in the United States. But first let me tell you about some of the outstanding scientists that have won the awards, in the past. Ten of our winners -- Lasker award winners -- have later won the Nobel Prize, so you see how good our juries have been. One of them is Dr. Waxman, who discovered streptomycin, the first good drug for tuberculosis. Some others were Dr. Kendall and Hench, who discovered the usefulness of cortisone; Dr. Tyler, who made the yellow fever vaccines and changed the health in the tropical countries completely; and, of course, the great Dr. Salk, who discovered the polio vaccine.

Have you been vaccinated, Ed?

MURROW: No, I confess I haven't.

LASKER: Oh, my, you must be vaccinated.

MURROW: I will do that immediately, Mary. Immediately.

LASKER: Please.

MURROW: Mary, are you happy with what is being done in the whole area of financing medical research in this country?

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MURROW: I've heard you say several times, Mary, that private funds can never do the job.

LASKER: Well, private funds can help, and they can sparkplug it, but, actually, you have to have substantial funds that come from the Treasury that represent everybody's money, and believe it or not, the amount of money that's being spent for medical research is -- well, it's just piddling. The Department of Defense spends 185 times more on defending us against dying from military attack than the Federal Government spends on research against the sure killers and cripplers of our people like cancer and heart disease, and arthritis and mental illnesses, and a variety of other things. And you won't believe this: less is spent on cancer research than we spend on chewing gum, and the Department of Agriculture alone in the United States spends more in plant and animal diseases than we spend on research in cancer and heart from all major sources. Isn't that terrible?

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MURROW: That's a shocking statistic. It really is. Of course, this battle of the budget is one thing that limits medical research funds, isn't it?

LASKER: It certainly is, but medical research is an economy because it makes people well and able to work, prolongs the prime of life. You know that our lives have been prolonged six years in the last twelve? Can you estimate what that means to us? There is no way to estimate it in money.

MURROW: Mary Lasker, as a person of some means and great interest, you can devote much of your time to medical research. How do you go about enlisting support for your views?

LASKER: Well, I'm very vocal about them, and I urge everybody to give more to the voluntary agencies like the American Cancer Society and others, and I urge them to petition their congressmen and senators to help the leaders in Congress like Senator Hill in the Senate, and other leaders in the Senate, and Congressman Fogarty, and others in the House, to get more money this year for medical research against cancer and heart and mental illnesses, and all the other things that kill and cripple us. When you think of the beloved public figures that have been suffering with cancer and

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heart disease, I just can't understand why there's any problem about it, but there still is.

MURROW: Mary Lasker, thank you very much for letting us come and visit your lovely home tonight, and thank you for talking so eloquently about the need for preventive medicine. Thank you very much. Good night, Mary.

LASKER: Good night.

MURROW: Good night. I'll be back in a moment to tell you about next week's guests right after a word from Bob Wright speaking for Kent.

(Commercial)

MURROW: Next week we'll be going to Fort Myer, Virginia for a visit with the Sergeant of the Guard at the Tomb of the Unknown Soldier, M/Sgt. William E. Daniel and his family. We'll also be calling on actor Tom Poston and his wife, Jean Sullivan, here in New York.

There are some of the people who made tonight's program possible.

ANNOUNCER: PERSON TO PERSON is produced by John A. Aaron, Jesse Zousmer and Edward R. Murrow.

MURROW: And now from PERSON TO PERSON, good night and good luck.

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heart disease, I just can't understand why there's any problem about it, but there still is.

MURROW: Mary Lasker, thank you very much for letting us come and visit your lovely home tonight, and thank you for talking so eloquently about the need for preventive medicine. Thank you very much. Good night, Mary.

LASKER: Good night.

MURROW: Good night. I'll be back in a moment to tell you about next week's guests right after a word from Bob Wright speaking for Kent.

(Commercial)

MURROW: Next week we'll be going to Fort Myer, Virginia for a visit with the Sergeant of the Guard at the Tomb of the Unknown Soldier, M\Sgt. William K. Daniel and his family. We'll also be calling on actor Tom Poston and his wife, Jean Sullivan, here in New York.

There are some of the people who made tonight's program possible.

ANNOUNCER: PERSON TO PERSON is produced by John A. Aaron, Jesse Zousmer and Edward R. Murrow.

MURROW: And now from PERSON TO PERSON, good night and good luck.

CBS Television

PERSON TO PERSON with EDWARD R. MURROW

Guests: Tom Poston and Jean Sullivan,

and M/Sgt. William Daniel

May 29, 1959 - 10:30 PM EDT

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224 ROSLYN ROAD MINEOLA, NEW YORK
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(Commercial)

MURROW: Mr. and Mrs. Tom Poston -- she's rather better known as Jean Sullivan -- are no strangers to television. Chances are that at one time or another you have seen them on your screen doing either straight acting, comedy, singing, dancing, panel shows or commercials.

Jean Sullivan comes from Logan, Utah; is a graduate of U.C.L.A.; did some acting in the movies before coming to New York for the stage and television where she is now one of TV's more attractive salesladies.

Tom Poston comes from Columbus, Ohio. He was a semi-pro boxer, trouped with a tumbling act, earned a certificate as a dairy chemist from M.I.T.; served as an Army pilot in the war; then turned to acting. He is perhaps best known for his character parts on the Steve Allen Show.

The Postons are a talented and very busy couple. Jean and Tom live with their three-year-old daughter in this apartment house here in New York, near the theaters, rehearsal halls and studio in which they work.

Good evening, Jean.

SULLIVAN: Good evening, Ed.

MURROW: Hello, Tom.

POSTON: Hello, Ed.

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Good evening, Jean.

SULLIVAN: Good evening, Ed.

MURROW: Hello, Tom.

POSTON: Hello, Ed.

MURROW: Jean, this is just---

POSTON: Welcome to---

MURROW: I beg your pardon. What did you say?

POSTON: Welcome to our house.

MURROW: Thank you. Jean, I should imagine this is just about the time of night you are generally getting ready to do a commercial, isn't it?

SULLIVAN: Yes, that's very true. Fortunately, I don't have to do Blue Shield tonight.

POSTON: Or Blue Cross either.

SULLIVAN: It is very nice to be a lady of leisure.

POSTON: Everybody here is covered, Ed.

MURROW: Well, as one who makes a livelihood doing commercials on television, I am sure you are not unaware that there are perhaps a few viewers who don't always take too kindly to them.

SULLIVAN: I certainly am aware of that, and I'm not in a position to look at them, you know, from the advertising agency's point of view or anything, but from an audience point of view, I would like to see, you know, sometimes take just one point instead of 20 and just talk about that, and have a little more freedom in the dialogue and so forth.

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POSTON: That's pretty much what you do in your commercials, isn't it, Jean?

SULLIVAN: No on purpose.

MURROW: I would like to see that, too. Tom, you've worked television and you have worked the theater. Which have you found to be the more demanding?

POSTON: I think interviews, Ed. Well, I think, seriously, that the theater -- you were serious, weren't you?

MURROW: Yes.

POSTON: The theater is more demanding as an art form. I think cultural evidence of this might be in the fact that although very few of the most important television shows would turn out to be successful Broadway presentations, almost any good scene or good performance in a Broadway show could be transmitted to television more or less successfully. It takes a little longer to put on the show, and a little harder work on the part of all concerned, and it is a very rewarding medium. So is television, but there are different things about each that are good.

MURROW: Well, Tom, I take it that your preference for the theater is one of the reasons you're staying in New York rather than going to the coast when Steve Allen's show moves there -- right?

POSTON: That's pretty much what you do in your commercials, isn't it, Jean?

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MURROW: Well, Tom, I take it that your preference for the theater is one of the reasons you're staying in New York rather than going to the coast when Steve Allen's show moves there -- right?

POSTON: Yes, that's right. I have what I think is a major investment in Broadway and in the legitimate stage, and although I may be out there, Jules Green has very kindly offered me a job with Steve whenever I come out, or if I want to come out permanently, at any time, and that's very nice. You know, he isn't quite buried here. We still have a couple of good ones to go.

MURROW: Jean, being a working mother and trying to bring up a child at the same time must present some problems for you, doesn't it?

SULLIVAN: Yes, it does create a lot of problems, Ed, but I find that -- well, for one thing, I am very lucky that my regular job is at night and I can spend days with Francesca, and I think Francesca and I spend more time together than the average working mother.

MURROW: Are we going to get to meet Francesca, or is she asleep?

SULLIVAN: Well, she is very much awake, and I would love to have you meet her. Just a moment. (Speaks Spanish) Here she is. Thank you, Gloria.

MURROW: Hello, Francesca.

SULLIVAN: Say hello.

POSTON: Say hello to Ed.

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SULLIVAN: Well, she is very much awake, and I would love to have you meet her. Just a moment. (Speaks Spanish) Here she is. Thank you, Gloria.

MURROW: Hello, Francesca.

SULLIVAN: Say hello.

POSTON: Say hello to Ed.

SULLIVAN: Can you say hello?

POSTON: This is all of that television equipment that I was telling you about. Her room is pretty full. She thinks Santa Claus was awfully good to her today.

MURROW: Did I hear you addressing her in Spanish?

SULLIVAN: I beg your pardon.

MURROW: Did I hear you speak to her in Spanish?

SULLIVAN: Yes. Well, I speak to Gloria in Spanish. Gloria comes from Cuba.

POSTON: Chi-Chi also -- Chi-Chi is our name for Francesca. Chi-Chi also speaks and understands Spanish very well, but guess who doesn't in the house. I know Si, Si.

SULLIVAN: Yes. He's learning. All right, buenos noches.

MURROW: Buenos noches.

POSTON: Buenos noches.

SULLIVAN: Thank you. (Francesca cries.)

POSTON: Yes, she says, "I have my union card and let's go."

SULLIVAN: I'll see you later. Hasta luego.

MURROW: Jean?

SULLIVAN: Yes.

MURROW: Tom strikes me as a pretty versatile sort

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MURROW: Jean?

SULLIVAN: Yes.

MURROW: Tom strikes me as a pretty versatile sort

of fellow. How much help is he around the house?

SULLIVAN: Well, that I would like to show you, Ed. Come on, honey.

POSTON: I have a funny feeling.

SULLIVAN: Here we have two examples. This Tom did -- this antique finish on our television set -- when we were first married four years ago, and that was the first and last thing he has done. He says he is going to make a nice little niche for this Emmy here, but so far nothing has happened. We have the tools.

MURROW: Jean, your husband doesn't seem to have any difficulties learning rhymes for all the various shows he does, so I'd assume he's not quite as forgetful as the famous forgetful character he frequently plays on television.

SULLIVAN: Oh, he certainly isn't. He is a marvelously quick studier. In fact, I never see him study. But like most men, Ed, he can forget when it is convenient, you know, and it is something that doesn't really interest him.

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MURROW: Tom, how much do you remember about those chemistry courses you took and what do you remember, and is it of any use to you now?

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MURROW: Yes.

POSTON: So on "To Tell The Truth" I'm pretty well equipped to ask those questions of the people who have flying in their experience. We had a couple since I have been on, and I missed both of those, too. It's either the fault of the original courses or my memory.

MURROW: And, Tom, your days as part of a tumbling act. There isn't much of a market these days for tumblers, or is there?

POSTON: I don't know. I don't watch Ed Sullivan as much as I used to, but -- I'm busy at that time -- I did use it. As a matter of fact, it was responsible for my first job on Broadway. I was in Cyrano de Bergerac on Broadway with Jose Ferrar, and the part required an actor to tumble off a wall and fall on his head, and I did a little tumbling in the show too, and that's how I got my first job.

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too, on an awful motorcycle. He ran into a car and tumbled off the motorcycle and landed on his feet. So you see it comes in handy.

MURROW: Tom, do you ride a motorcycle for fun or is that your way of getting a little exercise?

POSTON: Well, I don't really ride a motorcycle at all anymore. I had to sell it for junk. It was pretty well wrapped up and so was I for a while. But I do take exercise in one form or another -- sitting and looking. We have some rather nice things to look at here. This is a painting by a friend of ours, Yorum Kanyuk. I don't know how well you can see it, but he has a marvelous technique. This is something here, if you want to come along with---

MURROW: I'm with you. I'm with you.

POSTON: ---to our international gallery. This is by Pablo -- Pablo something or other.

SULLIVAN: That famous Spaniard; yes.

POSTON: This is by a young fellow who lives in the building.

MURROW: Oh, that's very nice.

POSTON: A painting by Nathan Wasserberger, and I think he's remarkably talented. I hope you agree.

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POSTON: Speaking of exercise, Ed, I gave a carte blanche to a young fellow named Bob, and another fellow named Moore, and they unearthed these. They were rusted to the floor, and they said, "Well, Tom, why don't you show Ed your versatility with weights?" So I thought I would just do some tricks for you.

MURROW: Careful.

POSTON: And I'll get these back to where they belong later. I'll roll them in if necessary. This is another painting by Kanyuk. We have his stuff all over the house.

MURROW: Bob, do you and Jean have any plans to join the parade of performers to the summer theaters?

POSTON: What, Bill? Summer theaters?

MURROW: Yes.

POSTON: No, I don't think so. I won't be able to. I don't think I'll have time. Jean is going to be busy this summer, too, and this is my nook. You can see how neat and tidy I keep that. Jean wants to do some summer stock this summer if she can, and she is hoping to finally work in a couple of weeks vacation with the baby in Miorca in Spain.

MURROW: It would be nice if Tom could get away with you, wouldn't it?

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MURROW: Still, it must be very nice being married to somebody with such a good sense of humor.

POSTON: Now, Ed! It doesn't work out too well. I don't try too many jokes or routines with Jean. For some reason they don't go over too well. I am not sure exactly why.

SULLIVAN: Now, Ed, listen, there's another side to the story, too, because in spite of his certificate in dairy chemistry, he was never any help with the baby's formula.

POSTON: Oh, is that so. I used to drink it quite a lot.

MURROW: Well, before we start a real family row, perhaps we ought to say good night. Good night.

SULLIVAN: Good night.

POSTON: Thanks a lot, Uncle Ed.

MURROW: Thank you very much. Good night.

SULLIVAN: Good night.

POSTON: Good night.

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MURROW: Thank you very much. Good night.

SULLIVAN: Good night.

POSTON: Good night.

MURROW: In just a moment we'll take you for a

visit with Master Sergeant William Daniel and his family.

Now a word about Kent cigarettes.

(Commercial)

MURROW: Master Sergeant William Daniel enlisted in the Army when he he was 18 years old. During World War II he fought in Normandy, was captured by the Germans, spent 10 months as a prisoner of war until he escaped; made contact with the Russian Army, and was returned to our lines. Sergeant Daniel served in Korea, and later was stationed in Germany. Now this 35-year-old veteran of two wars serves as Sergeant of the Guard at the Tomb of the Unknown Soldier.

"Here rests in honored glory an American soldier known but to God." So reads the inscription over the Tomb of the Unknown Soldier buried here in Arlington 38 years ago and joined just a year ago tomorrow, Memorial Day, by the unknown servicemen of World War II and Korea. Here day and night a continuous guard is maintained by a select handful of men from the Third Infantry, the Old Guard. The tomb guard consists of 17 men selected from among all the Army commands. Each sentinal walks this post 42 times an hour at a cadence of 120 steps a minute.

Master Sergeant Daniel, who is responsible for the performance of the guard, is also offical wreath bearer at

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ceremonies in the cemetery. With his wife and their three children he is quartered some four city blocks away in the lower right half of this converted barracks building in Fort Meyer, Virginia.

Good evening, Sgt. Daniel.

DANIEL: Good evening, Ed Murrow.

MURROW: Good evening, Mrs. Daniel.

MRS. DANIEL: Good evening, Mr. Murrow.

MURROW: The sentry walking the post of the Unknown Soldier is always a most impressive sight.

DANIEL: Well, Ed, you've only saw very little. In a very short while I will take you to the Tomb and we can witness the full changing of the Guard.

MURROW: Oh, good. Sgt. Daniel, are you off duty tonight at home with the family or are you always on call?

DANIEL: Well, I'm off tonight, Ed. However, I am on call 24 hours a day. I will make the inspection of the guard when we go up in a very few minutes.

MURROW: Sergeant, after -- what is it? -- 14 years in the Army---

DANIEL: Yes.

MURROW: ---would it be safe to say that you're

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DANIEL: Yes, Ed. I feel like the Army is a very fine service to be in. I've completed 14 years service and I re-enlisted here in October of '56 for six more years. I would like to retire at 20 years; yes.

MURROW: Mrs. Daniel, I assume Bill's decision was made after a proper consultation with you?

MRS. DANIEL: Yes, it was, Mr. Murrow, but I enjoy being with the Army and traveling around. We get to meet a lot of people and see a lot of different things that we wouldn't have the opportunity to see otherwise, and we spent 27 months in Germany. We enjoyed the tour very much.

MURROW: Did you bring back any souvenirs from your assignment in Germany?

MRS. DANIEL: Yes, we did. We brought back a few pictures among other things, and here is one I would like to show you right here. It's a street in ? Germany, and I like it because it reminds me so much of out there.

MURROW: Oh, it's lovely country there, isn't it?

MRS. DANIEL: It sure is.

MURROW: Your children must have had a grand time. Did they enjoy it?

MRS. DANIEL: They sure did. They enjoyed it very

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MRS. DANIEL: They sure did. They enjoyed it very

much. It was the first time they had ever been where it snowed, and they really had a time during the winter.

DANIEL: Ed, we have the children here tonight. I would like for you to meet them.

MURROW: Good. Thank you very much.

DANIEL: All right, kids, come on out. Ed, here we have Michael. He's the oldest.

MURROW: Good evening, Mike.

MICHAEL: Good evening, Mr. Murrow.

DANIEL: And here we have Linda. She's the girl.

MURROW: Linda.

DANIEL: And last but not least, we have Robert. He's the baby boy.

MURROW: How are you, Bob -- all right?

ROBERT: Yes, sir.

MURROW: Mike, are you going to take up a career in the Army too?

DANIEL: Go ahead and talk.

MICHAEL: Yes, sir.

MURROW: You've decided on that, have you?

MICHAEL: Yes, sir, and also I'm in the Fort Myer Little League.

MURROW: The Fort Myer Little League?

much. It was the first time they had ever been where it snow-
ed, and they really had a time during the winter.

DANIEL: Ed, we have the children here tonight. I would like for you to meet them.

MURROW: Good. Thank you very much.

DANIEL: All right, kids, come on out. Ed, here we have Michael. He's the oldest.

MURROW: Good evening, Mike.

MICHAEL: Good evening, Mr. Murrow.

DANIEL: And here we have Linda. She's the girl.

MURROW: Linda.

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MICHAEL: Yes, sir.

MURROW: You've decided on that, have you?

MICHAEL: Yes, sir, and also I'm in the Fort Myer Little League.

MURROW: The Fort Myer Little League?

MICHAEL: Yes, on the Red Sox, and I play center-field.

MURROW: Center field. How do you hit?

MICHAEL: I hit pretty good.

MURROW: Good.

DANIEL: Well, I will tell you, Ed, he's a very good hitter but, however, some days he has his bad times out there and he comes home a little bit perturbed.

MURROW: Linda, is it too early for you to decide on what you want to be?

LINDA: No, sir. When I grow up I've decided that I want to be a nurse.

MURROW: A nurse?

LINDA: Yes, sir.

MURROW: You're quite definite about that, are you?

LINDA: Yes, sir.

MURROW: And, Bob, what about you?

ROBERT: I'll be in the Navy.

MURROW: You'll be in the Navy?

DANIEL: Ed, he's not quite old enough yet to get into the Cub Scouts. However, he is quite a bit of help around the house when the other two are gone.

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MURROW: You'll be in the Navy?

DANIEL: Ed, he's not quite old enough yet to get into the Cub Scouts. However, he is quite a bit of help around the house when the other two are gone.

MURROW: Sgt. Daniel, with your 24-hour responsibility at the Tomb, do you have a chance to stay home with the family many nights?

DANIEL: Yes, Ed. I'm home practically every night. However, I spend quite a bit of time keeping my uniform and equipment in shape.

MURROW: Where do you keep your uniform?

DANIEL: Well, the most hardest piece of equipment that we have to keep in shape I would say would be the shoes. This is the shoe that I have worn for two years at the Tomb of the Unknown. I would like to talk a little bit about this shoe. We have the double sole, and then the steel cleat on the heel, and inside, if you will notice, we have what is known as a cheater.

MURROW: Yes.

DANIEL: This has the shoe to make quite a bit of noise when we click our heels at the Tomb and makes it look a little more military. I would say this is the hardest part to keep up.

I would like to talk a little bit about the rifle that we use at the Tomb, Ed. A lot of tourists seem to think that this rifle is fake. However, it is an issued rifle to the Armed Forces. In our case, the only difference is the chrome

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bayonet and the leather sling, but it is just a regular Army issue rifle throughout the Armed Forces.

I'd like to talk a little bit about the Tomb Guard Badge, which I am wearing tonight. It's only 17 men in the Armed Forces that wear this badge. Those are the men that are guards at the Tomb and the sergeants in charge.

I would like to talk a little also of the uniform that we wear at the Tomb.

MURROW: Yes.

DANIEL: Now, this cap is the dress blue honor cap. We have a gold braid here as a chin strap, and gold around the cap and on top, which we wear gold chevrons and the gold stripes here.

MURROW: Well, the honor guard always makes an excellent appearance. Sergeant, how many visitors do you have at the Tomb of the Unknown Soldier on an average day?

DANIEL: Well, Ed, I would say around the year average it would be somewhere around four to five thousand people daily -- each year average.

MURROW: And I would think that at least half of them ask questions -- right?

DANIEL: That's correct. We have people come in to visit the Tomb and they ask many questions, especially about

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the McKeevil Box. This is a World War I piece of equipment, and it is worn in the center of the man's back on his belt.

MURROW: Yes.

DANIEL: The people seem to think that this is some type of box that has a camera to tell the man actually when to turn and go back down in front of the Tomb, but it is not. The significance of this is that it represents the uniform of World War I. It is the only piece of equipment that is used -- World War I equipment -- on the Tomb. The Tomb Guard are the only men that use this in the Armed Forces.

MURROW: Well, I should imagine that your men must be quite accustomed to having their pictures taken.

DANIEL: Yes, Ed, we feel that the men at the Tomb are the most photographed men in the world today. However, we have quite a few tourists that do not bring cameras. They come to the Tomb for a more or less view of the Guard, and it is a sacred place to them.

Ed, it's time for the guard changing. We will go to the Tomb and witness the inspection of the guard, the turn-over of the orders, and the relieving of the new man. See you at the Tomb.

MURROW: Right. Thank you very much. Thank you, Sergeant.

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MURROW: Right. Thank you very much. Thank you, Sergeant.

(Scene shifts to Tomb of Unknown Soldier.)

DANIEL: Ed, the men are now rendering the appropriate honors to the Tomb.

MURROW: Most impressive, particularly on the eve of Memorial Day. Sgt. Daniel, how long have you been on this assignment?

DANIEL: Ed, I've been Sergeant of the Guard here at the Tomb for 27 months now.

MURROW: It must be an assignment that gives you a great deal of pride.

DANIEL: Yes, Ed. The assignment here at the Tomb -- the guards that walked tonight, and the non-commissioned officers, and the officers connected with the Tomb, feel that it is the highest honor that we can perform in peacetime.

MURROW: Thank you very much, Sgt. Daniel. Will you say our thanks to the men on duty tonight as well?

DANIEL: I sure will, Ed, and nice talking with you.

MURROW: Thank you and say good night to your family, please.

DANIEL: That I will do.

MURROW: Good night, Sergeant.

DANIEL: Good night.

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DANIEL: I sure will, Ed, and nice talking with you.

MURROW: Thank you and say good night to your family, please.

DANIEL: That I will do.

MURROW: Good night, Sergeant.

DANIEL: Good night.

I'll be back in a moment to tell you about next week's guests right after a word from Bob Wright speaking for Kent.

(Commercial)

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(Commercial)

MURROW: Zsa Zsa Gabor was born in Hungary; came to this country in 1942. She, along with her two sisters, Ava and Magda, and their mother, comprise about as colorful a family as one is likely to find. Since she first appeared on the West Coast television some six years ago, Zsa Zsa has been doing very well, indeed. She has made, I think, 22 movies, including "Lilly" and "Moulin Rouge;" has played the better supper clubs here and abroad. In addition, she is constantly popping up as one of the more glamorous women on television.

Zsa Zsa Gabor and her daughter, Francesca, plus three dogs, live in this home in Bel Air, California, complete with gardens, artificial waterfall, swimming pool, and a magnificent view of the city below.

Evening, Zsa Zsa.

GABOR: Good evening, Ed.

MURROW: You know, from this distance you appear to be deep in thought. Anything wrong?

GABOR: No, nothing is really wrong, except I am a little bit sad because I have to fly to New York tomorrow to make a television film Wednesday, and it's so beautiful out here and I love my house and my pool and, of course, my daughter,

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and I have so little time to spend with her.

MURROW: Well, Zsa Zsa, it would seem to me that with a child to raise, a comfortable home to live in, and that wonderful California weather, you would start settling down and not work so hard. Why do you work so hard?

GABOR: Well, Ed, that's what I thought about. My career makes me very, very happy, and I work very hard at it, and I feel that every little show or film I do, I am improving. But also, if I show you around my house, you will understand why I work so hard. You see, I have to support this house. I am supporting my child and myself, and this takes much money. So I have to work. But thank goodness I am one of those girls who does what I like to do and I adore acting.

MURROW: Well, it must be very hard to leave all this, but before you do, why don't you show us around a little.

GABOR: Well, all right, Ed. If you look down this path here---

MURROW: Yes.

GABOR: ---to my swimming pool. This is heated and I am very proud of it because I put the heating system in last year. Then you see my Chinese garden, and on top of the garden you see some trees. On top of the trees you can see the whole of Hollywood, and some days, you know, when it's

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sunny, I can even see Catalina Island from my bedroom. I really have a most wonderful view up here, and in the night when the lights are shining, it looks like little diamonds and emeralds and rubies from my bedroom. It's just divine!

MURROW: Zsa Zsa, you've lived and worked both here and in Europe. Have you found very much difference between the people there and here?

GABOR: Well, Ed, you see, I make pictures now in London, Paris, Madrid, Rome, and Germany, and the difference is that in England and in Germany they are just as -- very precise in the work and, you know, working on the parts at six or seven o'clock in the morning.

MURROW: Yes.

GABOR: And they are very serious about it, but in France, for example, they start shooting at twelve o'clock. They have aperitif at one, and at three o'clock they have another aperitif, so it takes you about six months to do a picture which in England or in America you would do in a month. But, of course, it's fun.

MURROW: Zsa, Zsa, is that the waterfall there?

GABOR: Yes, sir, that's my Chinese waterfall. You see, my whole house is built by Burton Scott, who used to make Chinese modern houses, and this is my Chinese waterfall,

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MURROW: Zsa Zsa, about the press. It seems to me that both here and in Europe they have given you and your views a good deal of attention. How much is fact and how much is fiction?

GABOR: Well, Ed, always a little bit of fact, and lots of things that are sort of dreamed up about me. Sometimes I read about Zsa Zsa Gabor, you know, and I say to myself, "Goodness, who is that woman?" As a matter of fact, I am just writing a book with Gerald Frank you know, the famous author---

MURROW: Yes.

GABOR: ---because I want to explain a little bit my background so people should understand my accent and my life a little better.

MURROW: Have you decided on a title?

GABOR: Well, we want to call it "Zsa Zsa And I."

MURROW: Zsa Zsa, some of those stories I've read -- for example, that you're an expert polo player and ping pong player. Are they true?

GABOR: Yes. As a matter of fact, if you want to see -- I couldn't have my horse in my living room, but I have

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the mallets. I want to show you my mallet -- okay?

MURROW: Yes. I would like you to prove that.

(Gabor goes into house.)

GABOR: Well, now here's my mallet, and just about a month ago I made a television film and played polo with two teams. They were all men and I was the only woman, and believe it or not, I even made a goal. Then I was so surprised at myself, I looked straight into the camera. But I was always horseback riding since I was a child. As a matter of fact, I have some blue ribbons, and I am very proud of that. But my other pride is fencing.

MURROW: Fencing?

GABOR: Yes. When I was a little girl I even won some medals in fencing, and now my daughter, Francesca, who I want you to meet, takes fencing lessons by Mr. Windsor, a very famous Hungarian fencing teacher here. Can I bring her in and introduce her to you?

MURROW: Please do. Please do.

GABOR: Francesca. (Calls daughter.) And this is my great big daughter. Say hello to Mr. Murrow---

FRANCESCA: Hello.

GABOR: ---and sit down.

MURROW: Hello, Francesca. That's a very pretty

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GABOR: ---and sit down.

MURROW: Hello, Francesca. That's a very pretty

dress you're wearing. Did you pick it out yourself?

FRANCESCA: Yes. Thank you.

MURROW: Zsa Zsa?

GABOR: Yes?

MURROW: Do you find it difficult to pursue a career and raise a child at the same time?

GABOR: Well, to tell you the truth, Ed, it's not easy because when I'm so place like in Rome or Paris making a picture, I wake up in the night worrying if she gets enough attention, even though she does because I have wonderful people around me. But it is not easy to raise a little girl of 12 and also work as hard as I do, but I think I manage pretty well. I don't like to tell it to her, but I think she has pretty good manners.

MURROW: Francesca, tell me: have you thought about what you would like to do when you finish school?

FRANCESCA: I would like to be an actress.

MURROW: You would.

GABOR: When you finish school this summer already?

MURROW: Francesca, now I'm sure you'll tell me the truth. Your mother says she's pretty good at fencing. Is she or is she just fooling me about it?

FRANCESCA: No, she's very good.

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FRANCESCA: No, she's very good.

MURROW: Is she!

GABOR: Francesca, why don't you run along and bring some of our swords and we'll show Ed what we can do. Go on.

MURROW: Now be very careful, Francesca.

GABOR: Yes, I hope so myself, Ed. Thank you, darling. (Gabor and Francesca take fencing positions.) Now, on guard. Pardon me. That's the one. On guard, please. Beautifully. On guard. Now touche commun. There you are. Once again. There. She's just taking lessons. Now say nicely good bye in fencing. But we can fence better than that. Come here, darling.

MURROW: It's a little dangerous without the masks, though, isn't it?

GABOR: Yes, it is. Actually, one should never fence without a mask, only with a man if one doesn't have a sword in one's hand.

MURROW: All right, I'm convinced. Incidentally, that must make a novel way to entertain house guests, and I assume, Zsa Zsa, that when you are at home you do quite a bit of entertaining, don't you?

GABOR: Yes, I do. As a matter of fact, I adore it. Usually I do it out on my terrace, and I have the whole

MURROW: Is she!

GABOR: Francesca, why don't you run along and bring some of our swords and we'll show Ed what we can do. Go on.

MURROW: Now be very careful, Francesca.

GABOR: Yes, I hope so myself, Ed. Thank you, darling. (Gabor and Francesca take fencing positions.) Now, on guard. Pardon me. That's the one. On guard, please. Beautifully. On guard. Now touche commun. There you are. Once again. There. She's just taking lessons. Now say nicely good bye in fencing. But we can fence better than that. Come here, darling.

MURROW: It's a little dangerous without the masks, though, isn't it?

GABOR: Yes, it is. Actually, one should never fence without a mask, only with a man if one doesn't have a sword in one's hand.

MURROW: All right, I'm convinced. Incidentally, that must make a novel way to entertain house guests, and I assume, Zsa Zsa, that when you are at home you do quite a bit of entertaining, don't you?

GABOR: Yes, I do. As a matter of fact, I adore it. Usually I do it out on my terrace, and I have the whole

thing sort of closed in with cellophane. You know, the silly Hollywood parties you read about. This is one of my parties. I am going to show you now my dining room, and I like the most to entertain there. Now, here's my dining room and I love to give sort of informal little dinner parties for 12 or 10 people. Then you really can fence with words, you know, Ed.

MURROW: It is a very attractive room.

GABOR: Do you like it? Thank you. I have lots of silver which I collected all over the world, you know -- antiques.

MURROW: Zsa Zsa, when was the last time you were in your kitchen?

GABOR: Where's the kitchen, Ed? I'm just pulling your leg. As a matter of fact, I do love to cook, and my whole family says that I am the only one who can cook in my family.

MURROW: Does your family ever agree on any one thing?

GABOR: Oh, Ed, we love each other! We adore our mother, and we love each other, but they all agree that I am the cook, so each time I go to my sisters' homes, I have to go in the kitchen and cook for them.

MURROW: All right, Zsa Zsa, so you play polo and

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MURROW: All right, Zsa Zsa, so you play polo and

you fence, and you like to cook. No other hobbies?

GABOR: Oh, yes, I do have other hobbies. I collect paintings. I will show you now one of my favorite paintings. I also paint myself but I have so little time to do that, I am afraid, that I prefer to buy paintings all around the world when I travel, you know. Here is one of my favorite ones painted by a countryman of mine, Fried Paul. He took a subject of the Moulin Rouge picture. Remember what I was doing? And this is the can-can dance.

MURROW: Yes.

GABOR: This always makes me very happy because that is my favorite and the first film I ever made -- "Moulin Rouge."

MURROW: Very nice. Zsa Zsa, with the heavy schedule you have, you probably don't get to paint as much as you would like to, but I am sure you do get to meet a lot of interesting people. Isn't that the phrase?

GABOR: Oh, yes, interesting and famous people. Not all famous people are interesting, though, but the ones I am going to show you a picture of, I think, were very famous and very interesting. This was years ago when I was a little girl. I was the only woman, I think, in the world or man, who took a picture of George Bernard Shaw and H.G. Wells together.

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MURROW: Very unusual.

GABOR: It is and I am very proud of it too.

MURROW: Zsa Zsa, that's the serious side about you, but what's important to you?

GABOR: Well, I think the most important thing to me is to raise my child right and beautifully, and so that she should be able to stand on her own when she will be 19 years old.

MURROW: Now, I remember when you were first on television you did a program giving advice to others. Is that right?

GABOR: Yes.

MURROW: Well, now what's the best advice you ever got?

GABOR: Well, I think the best advice I ever got was -- you know, I was raised in Budapest -- all of us -- and we were lucky children because our parents were well-to-do. Naturally, the war arrived and we lost everything, but thank goodness somebody was giving advice when I came to America that everybody should have a profession in life, men and women. You see, I know in Europe girls are not raised to have a profession. They are raised to be pretty---

MURROW: Yes?

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GABOR: ---know languages, to be a good hostess and

be married. But that is not enough of a profession I found out, so I am so happy that I learned my profession and I can be self-supporting. And I think all the young girls who are listening in tonight, I think that would be the best to know: that one should know one thing. I don't know which one they choose, but they should be self-reliable because what you learn nobody can take away from you. Money can come and go, you know that.

MURROW: Zsa Zsa, is there anything in the entertainment world that you haven't done that you would like to do?

GABOR: Yes, I'm dying to do a play on Broadway, and, as a matter of fact, I am reading right now three scripts. They want me to do a play on Broadway. But my biggest wish in life and you will laugh now, Ed -- I want to make a western movie.

MURROW: A western movie? I think it's an excellent idea.

GABOR: I would adore to make a western movie, and I can ride very well, so why can't I have a western drawl? I can also whirl a gun. I learned that the other day.

MURROW: Well, we should change the normal plot and you can come riding in waving a saber instead of a six-gun, you

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MURROW: Well, we should change the normal plot and you can come riding in waving a saber instead of a six-gun, you

see.

GABOR: No, I would like to use a gun, and I want to play Annie Oakley. Actually, I do want to play Annie Oakley.

MURROW: I hope you do. Zsa Zsa, thank you very much for letting us come to visit with you tonight.

GABOR: Thank you.

MURROW: I hope you have a safe trip East tonight or tomorrow, whenever you're coming.

GABOR: Tomorrow.

MURROW: Tomorrow. And will you say good night to Francesca for us?

GABOR: I will. And thank you very much to come and visit me, Ed.

MURROW: Thank you, Zsa Zsa.

GABOR: Good night.

MURROW: Good night.

In just a moment we will take you for a visit with Mr. and Mrs. Gerald Loeb right after a word from Bob Wright speaking for Kent.

(Commercial)

MURROW: Gerald M. Loeb is said to be one of the most astute tenants of that neighborhood called Wall Street.

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He's a stockbroker and a partner of the E.F. Hutton and Company. He was born in San Francisco 59 years ago; went into the securities business there when he was 21. His first job lasted, I think he told me, three days. His second position lasted less than a year. His next job with the Hutton Company has now lasted 38 years, and today he's probably the most quoted financial expert on Wall Street.

Mr. and Mrs. Gerald M. Loeb leave their New York apartment every Friday afternoon to spend weekends in this Oriental-style house in Redding, Connecticut. It's, on, about 55 acres of wooded land five-eighths of a mile from the main road, and about two hours away from Wall Street.

Good evening, Mrs. Loeb.

MRS. LOEB: Good evening, Mr. Murrow.

MURROW: Good evening, Mr. Loeb.

LOEB: Good evening, Ed.

MURROW: Mrs. Loeb, your home looks like a very comfortable place to get away from it all.

MRS. LOEB: Well, it certainly is, and we enjoy it very much after the tensions of Wall Street -- at least my husband's tensions. Would you like to see some more of it?

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MURROW: Yes. I wanted to ask Mr. Loeb if your country house couldn't be the perfect place for retirement if

you were of the retiring kind.

MRS. LOEB: Oh, it would be lovely if we were a little bit older.

LOEB: My country house? I really would prefer the stock exchange. I had an idea some years ago of buying a seat there for retirement and just staying on the floor.

MURROW: Just staying there and watching the proceedings, huh?

LOEB: Well, participating sometimes.

MURROW: I get the impression that you are rather fond of your job.

LOEB: I am very fond of my job, but, of course, it is a very fascinating job. The curtain goes up every morning with a different scene and then there are people coming from all over the world. I think I value my lunchtime with all the different types of people I'm with very much.

MURROW: Mr. Loeb, your attitude toward people reminds me of a very intriguing thought that I found in your book, "Battle For Investment Survival." You say, "The individual who does his own thinking must learn to question most mass movements of majority point of view for they are usually wrong." I wonder if you meant that only in terms of investments or as a general rule.

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LOEB: Well, I meant that in all terms, but it has to be pretty well understood. You see, at the beginning of mass movements it pays very well to follow along. It's at the end of mass movements when they come to an end, and people shift, that you really have to be careful. Otherwise you might lose a great deal of money.

MURROW: And that's not a good thing for an investment man to do, is it?

LOEB: That's exactly what we try to avoid.

MURROW: Mr. Loeb, I know that the stock exchange is not your only interest. You're active in the New York March of Dimes campaign, aren't you?

LOEB: Well, that's true. I had infantile paralysis when I was a boy, and I was very fortunate in being cured, and I have been interested all these years in it, and today it just so happens that I have a telegram appointing me general chairman for the new March of Dimes for next year in New York City. Of course, the March of Dimes is more interested in all types of crippling, not simply polio.

MURROW: Well, that means more work for you, and I am sure the campaign will be a success. Mrs. Loeb, whose idea was your Oriental house, and exactly where are we now?

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MURROW: Oh, yes. Could we see a little more of what you two have created?

MRS. LOEB: Well, this is the bedroom-sitting room, and this is the dressing room that leads to our guest room dressing room if they come and visit us occasionally.

MURROW: Yes.

MRS. LOEB: And then will you take them over here and show them the beautiful---

LOEB: This is the tearoom now. Show them the kitchen.

MRS. LOEB: This is the kitchen which we use for cocktails -- to make cocktails or cheese and we carry it on upstairs if we have to occasionally.

MURROW: Yes.

MRS. LOEB: And it's very handy for drinks and that sort of thing. Sometimes we make breakfast upstairs if we feel like it.

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LOWE: Of course, here's where I bring the office

into the living room, I guess. There's a typewriter and dictating machine underneath.

MURROW: Is it always that neat and tidy?

LOEB: Well, I think it's a little untidy tonight, as a matter of fact, but they say it's neat. Here are some of the ornaments which Mrs. Loeb brought back from China. These two particularly were a gift from Chiang Kai-shek.

MURROW: Oh, yes. They're beautiful. Well, what about the rest of the house? Could we see a little more?

MRS. LOEB: Yes, if you'd like.

LOEB: We will go downstairs.

MRS. LOEB: We'll go right down here. (Mr. and Mrs. Loeb go downstairs.)

MURROW: Oh, yes. That looks like a Korean door.

MRS. LOEB: Well, it---

LOEB: It's hard not to bunk your head.

MRS. LOEB: It certainly is.

MURROW: Mrs. Loeb, I am sure you will have a very busy weekend or a series of them this summer, won't you?

MRS. LOEB: Oh, yes. We'll have a great many guests but then we do have at times just the two of us. We have quiet and peace. But this is the bowling alley where Mr. Loeb and I keep ourselves looking so slender.

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MURROW: A bowling alley?

MRS. LOEB: Yes, right here.

MURROW: Now I can see how both of you keep in shape. Mr. Loeb, will you roll a strike for us?

LOEB: I don't know about the strike but we'll take a chance and see what happens. (Throws bowling ball down the alley.) It looks pretty good.

MRS. LOEB: Wonderful.

LOEB: No, that's a spare.

MURROW: Do you want to take the spare?

LOEB: No. I think that's a little more difficult. This is really not fair. (Rolls second ball.)

MURROW: Oh, got it!

LOEB: I never made it before.

MRS. LOEB: Good for you.

MURROW: Thanks very much. Mr. Loeb, I didn't know you were a bowler, although I have heard you referred to as -- what was it? "A one-man consumer research bureau." Is that right?

LOEB: Well, yes, some people call it that. Some people think I am a one-man nuisance being too critical about things, but I do look into all sorts of things: hearing aids, tires, automobiles.

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MURROW: And you really check them out yourself, do you?

LOEB: I really check them out myself.

MURROW: Mrs. Loeb, it must be a great convenience for you being married to a perfectionist, isn't it?

MRS. LOEB: In some ways it's wonderful, only rather hard when breakfast is at six o'clock and I get there at 7:59. He doesn't like that too well, but I pay no attention whatever.

MURROW: Is it true that he has clocks all around the house?

MRS. LOEB: Yes, and it's a great joy, as a matter of fact. I always know what time it is. If we're away for six weeks, the first thing that's done is the clocks are all put in order regularly.

MURROW: How did you become so time conscious, Mr. Loeb?

LOEB: Well, down at the E.F. Hutton Company we sort of measure time with clocks that stand for every one-tenth of a minute. It can cost the client a great deal of money if there is any delay. But I have always been very, very time conscious.

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LOEB: No, I think that's a complicated question. Of course, I think as far as Wall Street is concerned, you first of all have to think of your own abilities. I think the most important knowledge is to assay yourself and see what you are fitted for, but if you are fitted for being an investment expert, or investing as an avocation, why then I think that the most important thing is to make the right contacts so that you can really find out what's going on.

MURROW: Well, sir, I am sure you don't consider speculating in the market the same as gambling, do you?

LOEB: I think it is very, very different. I never gamble anyway. Never have in my life. Speculating is something that you have some control over. You look at certain things, and consider certain facts, and then you try to foresee the future. On the other hand, gambling you have no control over. If someone spins a coin and you just go this way or that, you win or lose.

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MURROW: Mr. Loeb, how do you describe the difference between speculating and investing?

LOEB: Well, as a matter of fact, I don't describe the difference. Sompe people feel that when they are investing they are looking principally at safety -- they are looking principally at income -- and when you are speculating, you are thinking principally of profits or capital gains, and they are running greater risks. But I think the two should be combined. I don't think there is such a thing as a good investment if it isn't a good speculation. Anything that you buy you should buy with the hope or idea that it will go up. It may not, but that's what you should look forward to.

MURROW: Do you try to make a personal check on your investments?

LOEB: Well, it's part of my business to make a check on our clients' ivestments, and this includes not just poring over balance sheets and so forth. It includes trips to various companies; includes interviewing corporate officers. It includes talking to their competitors and things of that kind. Over here this is a 16 mm. movie screen. It is for cinemascope. I don't take this camera on my trips. I take it on my pleasure trips around the world here and there. Then we also have some Broadway productions here.

MURROW: It looks like a very fine room for showing your movies.

LOKE: Well, as a matter of fact, I don't describe the difference. Some people feel that when they are investing they are looking principally at safety -- they are looking principally at income -- and when you are speculating, you are thinking principally of profits or capital gains, and they are running greater risks. But I think the two should be combined. I don't think there is such a thing as a good investment if it isn't a good speculation. Anything that you buy you should buy with the hope or idea that it will go up. It may not, but that's what you should look forward to.

MURROW: Do you try to make a personal check on your investments?

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MURROW: Mr. Loeb, how do you see the country's economic future?

LOEB: Well, I think the most important thing is how we all look at it. If we are over-confident; if we get soft; if we think that Washington is going to hold our hands; if we think just because we have always come out on top, we will come out on top, I am afraid I can't look at it very optimistically, but if we will be realistic about it, then I think we have the population, the education, the resources -- we have everything to get ahead. That may sound a little old-fashioned, but I think we need a little old-fashioned hard work.

MURROW: Mrs. Loeb, does your husband always manage to remain calm and collected?

MRS. LOEB: Well---

MURROW: Even when he has the responsibility of investing other people's money?

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MURROW: And he was calm even during the period in the crash in the 20's?

MRS. LOEB: Well, I wasn't with him at that time, but he certainly was from reputation. He knew what he was doing and he got all his people out, and that's pretty good, I think. That's what I heard.

MURROW: Mrs. Loeb, thank you very much for showing us your home tonight and thank you, Mr. Loeb, very much.

LOEB: Thanks for coming, Ed.

MRS. LOEB: Thank you for coming.

MURROW: Thank you very much.

MRS. LOEB: Good night.

MURROW: Good night. Good night, Mr. Loeb.

LOEB: Good night.

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There are some of the people who made tonight's program possible.

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June 12, 1959 10:30 P.M.

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DORIS C. NEGER REPORTING SERVICE

144 ROSLYN ROAD
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When Jerome Robbins is not in his Jersey home, traveling in Europe, with the ballet company, or trying out plays in New Haven or Philadelphia, he makes his headquarters in that building between the trees on Manhattan's East side. Evening, Jerry.

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MURROW: Jerry, I have heard from some former guests on this program like Ethel Merman and Mary Martin that as a director you can be one of the toughest men they have ever met in the theatre. True or false?

ROBBINS: Guilty, guilty, guilty, guilty.

MURROW: All right, now, we'll give you equal time to comment on both of your admirers. How about Merman and Martin?

ROBBINS: Oh, they are absolutely wonderful people and wonderful people to work with; they are creators, direct, truthful, fresh and I have loved every experience I have had dealing with them.

MURROW: You know I think it was just about a year ago that I read about an unequaled record, one that you had set for Broadway, I think five theatres playing Robbins ballets or musical productions. What have you got going now?

ROBBINS: Well, "Gypsy" which just opened and "West Side Story" and over at The City Center, the New York City Ballet Company is performing some of my ballets; out on the coast, "Bells are Ringing" is playing and over in London, "West Side Story" is playing" and currently I am rehearsing a

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MURROW: Jerry, just how did a young chemistry student find his way into choreography?

ROBBINS: Well, I was always interested in theatre, Ed, and I went to college for a year and the money gave out so then I thought I would try the theatre because I loved it. My sister was a dancer so I went that way first and began studying, getting jobs in the chorus, in the Borscht Circuit, finally in a ballet company, and finally got a chance to do a ballet and conduct a show and from that to directing.

MURROW: Then what was your next big experience?

ROBBINS: After directing I am just here now.

MURROW: Didn't you play the Borscht Circuit with Danny Kaye at one time?

ROBBINS: Yes, I spent about four or five summers at T- with Sammy Kaye and Imogene Coco. That was a very valuable experience. We did all sorts of shows then and that is where I first thought of the new choreography.

MURROW: But now I suppose things are rather quieter than when they were in those hectic days, weren't they?

ROBBINS: Well, not very much, Ed, because shows are just as difficult to do as anything else. This looks like

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a quiet room but usually it is filled with pacing people, like over there might be Arthur L- or Stephen H- clutching their brows in despair or jumping up with great ideas and over here Leonard Bernstein or J- will be writing a score but the center of the rug is worn out from pacing, mostly by me, I'm afraid.

MURROW: Is all your work here devoted to the theatre?

ROBBINS: No, Ed, I have a hobby and an antidote to the theatre right in here. This is my dark room, Ed. I call it an antidote for the theatre because I work here alone, I work here quietly, I work here without time pressure and if there is anything I don't like I can throw it out and not have to worry about it. I can make my own mistakes and don't have to show them in front of the public. Would you like to see some of my pictures?

MURROW: Yes, I would. No consultations or committee meetings?

ROBBINS: No.

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ROBBINS: This is one of my favorite pictures, A-

MURROW: Oh, lovely. You are not by any chance planning another career as a photographer, are you?

ROBBINS: No, Ed, I have had pictures printed in Harpers Bazaar and Life but I want to keep it away from business and make it really unpressured.

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MURROW: No other flops?

ROBBINS: [knocks on wood]

MURROW: Jerry, is this your work room we are in now?

ROBBINS: No, this is where my secretary works. I work mostly upstairs and up there I've collected a lot of things from different shows I have been in, different trips I have taken. Here are some costume sketches by R- for the "West Side Story" ---

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MURROW: From the press reports I have seen I gather that the reception given your ballets abroad is as great or greater than that given the Bolshoi Ballet here in New York. Is that correct?

ROBBINS: Well, we had a wonderful success last year, Ed, when we went to the Brussells World's Fair and the audiences were really very enthusiastic. By the way these are Ben S- sketches.

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ROBBINS: They are from the jazz ballet in the company.

MURROW: Tell us a little more about this tour you are going to take in Europe.

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MURROW: It is one area where language is no barrier, isn't it?

ROBBINS: None at all and the audience gets to know Americans this way because no matter what country you come from you dance as a product of that country even though the techniques might be the same in every country.

MURROW: Yes. Jerry, did you ever have any trouble in getting dancers for your various productions?

ROBBINS: No, there used to be more trouble than I am faced with now. For example, when we cast "West Side Story" originally, the youngest dancer -- it was about a teen-age gang -- was eighteen years old and when we cast it this Fall to go to London the Youngest dancer was fifteen and the techniques are equally good. Their abilities to communicate on stage are good, they are very strong, almost athletic people who understand at the same time the sensitivity of the dance and theatre.

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ROBBINS: Well, some day, Ed, I would like to have a theatre company of my own, that is devoted not just to dancing, but also to all the arts, but my biggest plans for the future are after this four months tour to take a good rest for a while.

MURROW: Well, aside from trying to get a rest, what do you find to be your greatest problem, the most difficult task as a director?

ROBBINS: Well, directing shows, Ed, is like a lot of people getting stuck on fly paper together and you have to find your way out. It is a question of collaboration and we have respect for all the talents and when the opinions differ it can get to be a little difficult. There is also the moment in every show where you find the whole fate of the show depends on the fact that the drummer's sister's wife in Des Moines is going to have a baby. Why this bolluxes everything up I don't know but it always comes around.

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MURROW: Well, Jerry, much luck to you on this European trip and thank you very much for letting us come and visit you.

ROBBINS: Thank you, Ed. Good night.

MURROW: Thank you very much. Good night.

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Anna M. Rosenberg lives in this apartment house in New York City, it's on the upper East side of Central Park and it has been her home for some fifteen years.

Evening, Mrs. Rosenberg.

MRS. ROSENBERG: Good evening, Ed.

MURROW: How are you?

MRS. ROSENBERG: Oh, I'm fine, thank you, how are you?

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MURROW: How are you?

MRS. ROSENBERG: Oh, I'm fine, thank you, how are you?

MURROW: Fine. You know, I should think with the weather we have been having this past week that you can't help but think a little bit about a summer vacation.

MRS. ROSENBERG: Oh, thinking about it! I'm dreaming about it, Ed; I'm dreaming of taking a month off and going to Europe and my reason for going to Europe is not just an ordinary one that we all hear, but we know Europe is a wonderful vacation place, but because it is five hours away from the telephone, a wonderful thing. By the time people want to call you they find out there is a five hours difference and during that time they solve their problems and by the time it is time to get you they have forgotten all about it. My favorite place for a vacation is where the telephone connection is miserable so nobody can get you.

MURROW: So it is a good thing to look at your own country from the outside occasionally, isn't it, Anna?

MRS. ROSENBERG: A wonderful thing, makes you appreciate it ever so much more.

MURROW: Mrs. Rosenberg, you have performed so many different duties with the NRA, Social Security Administration, War Manpower Commission, to name just a few of them, you probably would have difficulty remembering them all your-

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self, but what do you recall as your most gratifying assignment.

MRS. ROSENBERG: The most gratifying assignment I ever had, Ed, was Assistant Secretary of Defense for Manpower. You know on that job, really, everything that you did touched the lives of people, and I also had a wonderful boss, General Marshall.

MURROW: Yes.

MRS. ROSENBERG: He really gave me a free hand to be able to do things just to make it a little easier for the men who have to go into the service, to adapt from civilian life to military life and it wasn't easy at the best.

MURROW: There must have been a good many trying and really unhappy moments in that job?

MRS. ROSENBERG: There were some and I think one of the most heart-breaking one was when I was in Korea. You talked and joked with young boys who were joking and laughing with you and you knew they were going up the front and you didn't know if they would ever come back, and you yearned for them and you felt that everyone of them belonged to you. Those were heartbreaking moments and probably the other most heart-breaking ones were when I had to forward a selective service

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call and put down that thousands of men had to be called into service and to me they were not numbers. They were each individuals, the son of someone or the husband of someone, someone dearly loved and there was a heartache about that every time, Ed.

MURROW: Mrs. Rosenberg, Washington is known to most of us as having some pretty tough critics. Did they bother you much?

MRS. ROSENBERG: Well, I wouldn't be telling you the truth if I said they didn't bother me. Sure, they bothered me. The thing that bothered me most were the political criticisms, the other kind of criticism, unless you can take it you don't belong to Washington, it is just an every day affair.

MURROW: As Harry Truman said if you can't stand the heat get out of the kitchen.

MRS. ROSENBERG: That's true.

MURROW: Anna, as the phrase goes, you have quite a book to write some day. I suppose you must have kept a record of all the things you have done and the places you have been, haven't you?

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MURROW: Yes.

MRS. ROSENBERG: And whenever I travel all over the world I pick up something like this piece. Now, you wouldn't believe that a lovely piece of Meissen like that I happened to find in India and then this beautiful little coffee set, I bought that in Budapest in 1935, way before the communists ever came there.

MURROW: Yes, lovely.

MRS. ROSENBERG: And here I have a lovely piece of English china that is one of my favorites. Now, I bought this one in London and I bought many pieces in Paris and other places, even in Japan, and they sort of bring back to me the places I have been and the people I have seen and the things I have done.

MURROW: A very unusual and effective diary.

MRS. ROSENBERG: It is one I like very much, Ed.

MURROW: Anna, I notice there are no reminders of your earlier days but perhaps you don't need any. What do you recall most about your early childhood?

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MRS. ROSENBERG: What I recall best, I guess, of my early childhood was that I came over here from Budapest when I was eight years old and my father who really loved America -- probably only a foreigner really appreciates America -- took my sister and I around New York, day in and day out. I think we saw more in two months than anybody else would see in a lifetime and we went to see the statue of Liberty so often that I thought if I would go once more it would start calling me by my first name. You know, he really, he and my mother, had a love for this country and I think I have caught it and they are the ones who made me feel that no matter what you do, no matter how much you serve your country, you can never repay them for the freedom and the opportunity you have in this country. You know, Ed, sometimes I think you have to be born away from this country to really love it and appreciate it enough.

MURROW: Certainly the next best thing is to spend some time out of the country and then come back to it. That makes you appreciate it too.

MRS. ROSENBERG: That certainly does, but don't you stay away long enough so you won't appreciate it.

MURROW: I won't. Anna, did you have the usual

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MURROW: I won't. Anna, did you have the usual

childhood ambitions?

MRS. ROSENBERG: Oh, I think I remember two childhood ambitions, Ed. One was that I wanted to be sixteen years. old. I thought at sixteen you are very grown up and you can do almost anything you want to and then when I became sixteen I found out I still couldn't do anything and the other was I wanted to be a scientific gardner.

MURROW: A scientific gardner?

MRS. ROSENBERG: That's right.

MURROW: Well, I should imagine that is one of the few projects you haven't followed through on.

MRS. ROSENBERG: Not quite, Ed. Look around where I live. I surround myself with flowers, everywhere in the house. I love flowers, and, another thing, I found that one of the things I liked doing best is a project I am engaged in now and that is called the "Salute to the Seasons."

MURROW: Yes.

MRS. ROSENBERG: Where the city and some private citizens join together trying to find flowers and trees in New York and light up our beautiful buildings and it is a wonderful thing. We planted some wonderful flowers, thanks to the Mayor, all the way up Park Avenue, and thanks to some

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enlightened business, the Equitable Life Insurance planted those lovely flowers they have on Fifth Avenue, and on Park Avenue the Uris Brothers, the builders, have done three beautiful blocks that are lit at night and I hope that everybody goes to see them. They are just marvellous and we are trying to plant flowers all over New York. You know New York is the gateway of the world and people come here from all over the world and from all over America and I would love to think that they don't think that the city is just a city of brick and mortar but one of flowers and trees and friendly people and I hope everyone in New York really becomes interested in more flowers and more trees.

MURROW: You know, Anna, each time I walk down Park Avenue and look at the flowers and trees I feel somewhat in your debt.

MRS. ROSENBERG: Oh, I'm so glad.

MURROW: Wonderful ---

MRS. ROSENBERG: It isn't my debt, Ed, not my debt, Ed, it is in the city's debt really.

MURROW: Well, now, Anna, I think I know what inspired all those flowered hats you like to wear.

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MURROW: Yes.

MRS. ROSENBERG: Come on, I'll show them to you.

MURROW: How many do you have?

MRS. ROSENBERG: ... I'll never tell you how many I have, but I will show you some of them. Here are some perfectly flowered ones and maybe they look absurd to you but believe it or not I wear them morning, and noon and evening. Now, they don't look very business-like but I don't see why a woman can't wear flowered hats in business too. Look at them. Isn't it silly but I love them all.

MURROW: You know I learned a long time ago not to make any comment on women's hats.

MRS. ROSENBERG: No.

MURROW: They are a bit unusual for the so-called man's world you often work in, aren't they?

MRS. ROSENBERG: Well, I don't know. Why? Would you expect a man to look like a woman in a woman's world? There are men working in the woman's world so I don't believe that a woman should look mannish in a man's world. I believe you can look like yourself wherever you are and I don't find these hats are any drawback to me in business. As a matter of

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fact I think they help, they sort of divert people a little bit.

MURROW: Anna Rosenberg, let's talk a moment about The Little Flower, Fiorello LaGuardia. He played a big part in your career, didn't he?

MRS. ROSENBERG: He played a big part in my hats too you know. He made fun of them in public and in private continually. Yes, Fiorello LaGuardia was a wonderful man. You knew him, Ed. You know how dynamic and interesting he was and I used to do labor negotiations with him and I know some funny stories and funny episodes that took place.

MURROW: Didn't he lock in a negotiating committee at one point?

MRS. ROSENBERG: Oh, that was wonderful. We had a strike with the subways and busses and at that time the subway was still run by private people, by private companies, and the Mayor asked me to negotiate it and we sat in City Hall on a cold winter day and we were negotiating when it came about eight o'clock at night and we decided to go out and have something to eat and as we got to the door of City Hall there was a policeman there and he said, "I'm sorry, Mrs. Rosenberg, you people can't get out," and I said, "What do you mean, we

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MURROW: Anna, I should imagine a sense of humor must be invaluable in much of your work. Did this also hold true when you were operating at the higher levels, at the White House, for example.

MRS. ROSENBERG: Oh, if it doesn't hold true, you will go crazy, and, Ed, the man in the White House, whose sense of humor never failed him, besides his many other attributes, that he was a great human being, Franklin Roosevelt laughed and his sense of humor never failed him even at the most serious moment and I think that was something that made him the kind of person he was.

MURROW: Mrs. Rosenberg, what was the general attitude of those you came in contact with when you first took on the most responsible military job any woman has ever held in this country ---

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MURROW: --- Assistant Secretary of Defense.

MRS. ROSENBERG: Ed, it was from the sublime to the ridiculous. They were amazed, they were shocked, they were troubled, they were happy but I must say most of them were just a little bewildered but the nice thing about it was that as the months passed by they all become good friends and worked with me and absolutely forgot that I was a woman but Ed, the man to whom it has never made any difference, whether you are a man or a woman, was General Marshall, who was my boss. You know when he first asked me to take the job, I gave him all my shortcomings and there was a long list, believe me, but the one that I said to him, that I thought would really shock people, that after all I was a woman, and the only time from the time I knew him until the time I left the department, he was ever impatient with me, except for that remark, and he said"you know, it doesn't make any difference, a woman can do a job just as well as aman." He was the only man I ever worked with who truly believed in women.

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MURROW: It always seemed to me that he had more complete control over his physical actions and his emotions than any man I have ever seen.

MRS. ROSENBERG: Oh, he was the best disciplined human being I have ever seen. I know when we used to go up to testify in Congress I used to show my dismay and my joy and he would whisper to me and he would say, "Don't show any emotion, sit tight," and the cutest thing he used to say was, "Hold your head up, you have a double chin."

MURROW: You know, Anna, I am sure General Marshall was just that considerate of everyone who worked with him, wasn't he?

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MURROW: Yes.

MRS. ROSENBERG: --- he practiced not only with me but with others and all the military men may not agree with me but I think he is one of the kindest, dearest men I have ever known.

MURROW: Anna, can you remember Anna Rosenberg's very first interest in public service?

MRS. ROSENBERG: Oh, indeed and that is what interested me in politics too, by the way, Ed. I went to high school and, oh, there was something called the "Jerry" [?]

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system at that time and we had to go to school on a double shift. The high school children in New York organized and we went down to the Board of Aldermen. At that time we had a Board of Aldermen and we orated and we held wonderful speeches before a group of fat, beery looking gentlemen, all smoking their cigars and not a one was paying the slightest attention to us and so finally they dismissed us and we walked out and when we got to the door I was very angry and I turned back with all the drama you can have at the age of fifteen and said, "Gentlemen, you will hear from us; our parents are voters and they will register their disgust at the voting place," at which time the beeriest and the longest cigar smoker of them all turned around and said, "Little girl, come back here, and tell us what your troubles are." That was the first time that I realized the power of the polls and the power of politics.

MURROW: Thank you very much Anna Rosenberg, for letting us come. It has been very pleasant indeed. Good night. Good night, Anna.

MRS. ROSENBERG: Good night, Ed.

MURROW: I will be back in a moment to tell you about next week's guests. And, now, a word about Kent cigarettes.

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Guests: Garson Kanin and Ruth Gordon

Ambassador M. C. Chagla

June 19, 1959 - 10:30 PM EDT

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CBS Television

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(Commercial)

MURROW: At last count author-director Garson Kanin and his wife, actress and playwright Ruth Gordon, had something more than a half-dozen separate careers going between them in various fields of writing and the theater.

Garson Kanin was born in Rochester, New York; worked as a Western Union messenger, a clerk at Macy's, a burlesque comedian, a saxophonist in several jazz bands, before he went to Hollywood where he became one of the screen's leading directors. He has also written a number of plays for the movies and Broadway, one of his most successful being "Born Yesterday," and now in a new field, he has written his first novel, "Blow Up A Storm."

Ruth Gordon, whom he married some 17 years ago, has had a long career as one of the leading actresses of the American stage, most recently in "The Matchmaker," and a highly profitable career as a playwright.

For the past eight years Garson Kanin and Ruth Gordon have lived in a five-story town house in the middle of this block in what's called the "Turtle Bay Area" in midtown Manhattan.

Evening, Gar.

KANIN: Oh, hello, Ed.

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Evening, Gar.

KANIN: Oh, hello, Ed.

MURROW: Evening, Ruth.

GORDON: Hello, Ed.

MURROW: Are you packing or unpacking?

GORDON: Well, we're unpacking.

KANIN: "Un."

GORDON: "Un"; yes. We just got back from Europe two days ago and we're right in the thick of it.

MURROW: Well, I know you both do a great deal of traveling. Was this trip for pleasure or did it have something to do with one of those many careers?

GORDON: Oh, Ed, you know, when you go to Paris it's pleasure. It's pleasure, let's face it, but underneath it all there was a fundamental thing. We're connected with a play, a big, triumphant hit of Paris, "Le Bon Soupe."

KANIN: That means "The Good Soup," to prove I can speak French.

MURROW: Oh, thank you very much. Grateful to you, Gar. "The Good Soup."

KANIN: Yes. And I am making an adaptation of it, Ed, and I'm going to have the great, great joy of directing Ruth in it this fall.

MURROW: Oh, wonderful! Is it a comedy?

KANIN: What would you call it, darling?

MURROW: Evening, Ruth.

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KANIN: What would you call it, darling?

GORDON: I'd call it just a wonderful play. You can describe it further.

KANIN: Well, it's an epic play about a woman's life, and, in fact, this woman is so complicated that it takes two actresses to play her, and Ruth is going to play one half of her and someone else will have to play the other half.

MURROW: Well, I know that getting settled down after a trip is usually an unpleasant chore and usually makes for something of a mess around the house, doesn't it?

GORDON: Yes. Yes.

KANIN: Yes, it does. Well, it isn't going to be as much of a mess as this production that we're bringing over from Paris. David Merrick is importing every stitch of it -- every buckle, every necktie, every stick of furniture and every cup. So that's going to be something to put together, but we'll soon be on our way with that. I think we better go upstairs.

GORDON: Yes, this is cluttered. We'll find something less cluttered, Ed.

KANIN: We'll have to go this way because the staircase is all full of luggage and everything. This is the garden, as you see -- one of the favorite rooms at this time of the year. You know, you're in the "Turtle Bay Gardens" at

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this moment.

MURROW: Yes.

KANIN: We have our neighbor, Katherine Hepburn, who lives right over here. And on this side, our good neighbors, Kathy and Gardner Cosford. And over there there's kind of a famous New York house called the Maxwell-Perkins House where Thomas Wolfe did a lot of his writing when he was in New York. And this is where we live right now.

MURROW: You know, there aren't too many gardens like this left in Manhattan.

GORDON: No.

KANIN: No. I wish you could really get a good look at it, Ed. It's sort of a jungle on 49th Street, and if you look over this way, in the daytime, of course, you can see the UN Building, and up there is the tower of the Waldorf-Astoria. So that's about all we have out here. Do you want to go upstairs?

GORDON: Let's go upstairs and see another room up there.

MURROW: Does the rest of your home reflect this casual living?

GORDON: Yes, sort of. Sort of. You can see we're going up the outside staircase -- luggage on the other

this moment.

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KANIN: It would be pretty casual if I fall down.

GORDON: Yes. Don't fall down. That we wouldn't like to do at all. Ed, we have to say something about Ethel Barrymore tonight. (Picks up picture of Ethel Barrymore.)

MURROW: Oh, yes.

GORDON: Ethel Barrymore, who died yesterday, the great lady of the stage, great actress, great friend. Many years ago she gave me this picture. I knew her from 1918 on when she asked me to have Thanksgiving dinner with her, and I couldn't believe that I was going to have dinner with Ethel Barrymore. And at this much later date I can hardly believe that I was the good friend of Ethel Barrymore, and that she was my friend. All of show business feels a terrible loss tonight. You must feel it too, Ed.

MURROW: I certainly do. A truly great lady.

GORDON: Yes.

MURROW: Ruth, you started acting when you were quite young. Has the theater changed very much over the years?

GORDON: Oh, Ed, and how! And how! You know, in those days we had barnstorming companies, and they don't have any of those anymore at all.

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MURROW: Yes.

KANIN: Ruth was a considerable barnstormer in her day. In fact, that left us with a pretty good friendly game, if you want to play it. It goes like this, Ed. I say to you, "Where do you come from, Ed?"

MURROW: Yes?

KANIN: And you say---

MURROW: I say, "Greensboro, North Carolina, near there."

GORDON: I played there.

KANIN: That's what she says. She played there. That's the game. We hardly ever run into anyone and ask them that question that she couldn't say she played there.

GORDON: Well, you see, the second year I was on the stage, I was in a real barnstorming company called "Fair And Warmer," and there were seven companies of that out, and I was in the sixth. So you see I wasn't in the worst one. We played 39 weeks of one-night stands -- just glorious and a wonderful lesson in geography, and plus all that, getting $60 a week, mind you, I arrived in New York City at the end of the tour with $400 -- four hundred lovely dollars -- pinned to my corset cover. (Laughter)

MURROW: Gar, how did you manage to make the switch from directing to writing your own plays?

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MURROW: Gar, how did you manage to make the switch from directing to writing your own plays?

KANIN: I got switched, Ed. I didn't make it myself any more than any of us make the switches in our life. It happened that I was pursuing a quiet and lucrative career as a film director, and the war looked as though it were looming up, and then came the draft, and I was drafted. I was living in Beverly Hills at the time, and most of the other people on my block were rejects, and so I landed pretty early in the Army of boredom. There wasn't very much to do, so to relieve that boredom, I started to write. So, you see, I was sort of forced into it. In those days we really didn't have anything to do in the Army, and the most we did was to get lined up all the time and have stuff issued to us. We did that morning, afternoon and evening. They would keep issuing stuff. I remember I had a buddy at that time, Red Rose -- I wonder where he is today -- and he used to worry about this terribly. Finally, I said to him one day on the field -- I said, "You know, Red, there's nothing much to worry about. We could be doing a lot worse than this." And he said, "Yeah, I know, but every time the Army gives me something, I feel I'm gettin' in deeper." (Laughter)

MURROW: And thus came "Born Yesterday" among others, I suppose.

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MURROW: Incidentally, it just occurred to me. This is the publication date of your first novel, isn't it?

KANIN: I thought you were never going to mention it, Ed.

GORDON: Want to see it?

MURROW: Yes.

KANIN: It's out here. I'll be right back, darling. (Goes into another room.) This is where I have been working all day sort of sending these out. This is the baby, (Holds up copy of book) Ed, an eight-pound bouncing baby book that was born around here today, and I must say I can hardly believe it myself after two years of it, but there it is.

MURROW: Gar, I read the first three chapters. Is it autobiographical?

KANIN: Well, I hardly know by now, Ed. I couldn't say. After two years of dealing with it, it's too difficult for me to separate the fact from fancy, and the unusual from reality, but I know if it isn't true, it might be true. I hope that most of it is true; yes.

MURROW: How has the reaction been so far?

KANIN: Well, it's been, I must say -- it has been dandy. It's been fine. However, my young publisher, Bennett Cerf, points out that I'm accustomed to working in a theater

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MURROW: Gar, tell me, when you and Ruth are writing at the same time, do you share the same workroom, or do you isolate yourselves?

KANIN: Well, no, we don't work in the same room. We couldn't. I wish we could. It would be much more pleasant. No, I work down here and Ruth works upstairs, but, you know, I have things of hers around. I have a picture of her there all the time, and little mementos. Oh, there's a thing of hers here that I keep on the wall. This is a -- I suppose you can't see it, but it's a review from the NEW YORK TIMES, December 22, 1915.

MURROW: Well, I assume it's complimentary or you probably wouldn't have it hanging on the wall -- right?

KANIN: Yes. It's Maude Adams in Peter Pan, and that was Ruth's baby. I would like to read you a chunk of it, but that's the sort of thing I need permission for. Darling, is it all right if I pick out a little chunk of this Maude

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Adams review and read it? Ed seems to be interested.

GORDON: Yes.

KANIN: Well, this was written by Alexander Wolcott, although when he wrote this review, he hadn't achieved a by-line as yet. However, he wrote: "The new Wendy, Gladys Gillon, is an inappropriate choice and sadly disappointing, but Ruth Gordon is ever so gay as Nibs."

MURROW: Very nice. Very auspicious beginning. Ruth, you and Gar have collaborated on a number of occasions. Did you give him much help with the book?

GORDON: Oh, no, Ed. You know, it took him two years to write it, and I never got to read it until the fifth draft.

KANIN: And Ruth is writing a play at this moment and I haven't read one word of that, although she has been working on it for almost a year. That sounds, I'm afraid, kind of eccentric.

GORDON: No.

KANIN: I didn't mean it to be that, or even unfriendly, but we have found that if we talk ourselves at each other, or read it at each other, and tell it at each other, that pretty soon it gets all done and the steam goes out of the telling, and we sort of spoil it. So we try to keep it to our-

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selves until it is finished, and then, of course, we do what we can for each other. I must say Ruth helped me enormously on the book. Of course she did.

GORDON: It's very sweet of him to say that. It's not true.

MURROW: Ruth, which do you prefer: acting or writing?

GORDON: Oh, Ed, that's a question should never come up. There is no answer to it, really, but, you know, they're both wonderful, and when I was in "The Matchmaker" that was the high point of my whole long, long career when Thornton Wilder wrote that last act where I became part of the audience and the audience came up on the stage with us. That was a great moment. And then also in writing when there's a morning when it goes well -- when it goes wonderfully -- that's great, too. You know, I'm lucky.

MURROW: When you do have some spare time in all this heavy schedule, what do you do with it?

KANIN: I worry.

GORDON: Oh, no, he doesn't, and I don't either. We just walk.

KANIN: I walk off my worry.

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KANIN: I walk off my worry.

GORDON: No. But, you know, we're such good

walkers that every time we go into a new district, we have to look up where the cobbler is and get our shoes mended because we just walk the soles right off our shoes.

KANIN: We collect railway stations, too, the way some people collect coins and stamps. We have railway stations all over the world that we're real crazy about.

GORDON: Yes. We're transients. We're real transients.

MURROW: Well, unfortunately, we've got to walk away from this pleasant visit. Thank you very much, Ruth.

GORDON: Thank you, Ed.

MURROW: Thank you, Gar.

KANIN: Are you leaving so soon?

MURROW: I'm sorry, but good night.

KANIN: Good night, Ed.

MURROW: Thank you very much.

In just a moment we'll take you for a visit with India's Ambassador, M. C. Chagla. And now a word from Bob Wright speaking for Kent.

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MURROW: Mahomed Ali Currim Chagla is India's Ambassador to the United States and Mexico. He is also India's Minister to Cuba, and he serves as a special judge at the In-

ternational Court of Justice at The Hague -- an interesting combination of jobs for a very able man.

Ambassador Chagla was born 58 years ago in Bombay; went to college there, and then to Oxford in England. He practiced and taught law for about 20 years before he became a judge, and later he was Chief Justice of the High Court of Bombay. He has also acted as governor of Bombay's state, and is a delegate to the United Nations.

This is the Indian Embassy in Washington, D. C. where the ambassador and Mrs. Chagla have been in residence now for some seven months.

Good evening, Ambassador Chagla.

CHAGLA: Good evening, Mr. Murrow.

MURROW: Ambassador Chagla, all of your various jobs must not leave much time for diversion. Do you ever get a chance to observe the Washington Senators? The baseball team, I mean.

CHAGLA: You know, Mr. Murrow, my Prime Minister has asked this question -- and don't forget he does infinitely more work than I do and carries a very big burden -- and was asked how do you manage to do all this, and his answer was, "I am only 69." So I can say I am only 58. With regard to the baseball game, I was present at the opening game in Washington

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when the President was supposed to throw the ball, but he was not present.

MURROW: Yes.

CHAGLA: Vice President Nixon was there, and I enjoyed the game thoroughly.

MURROW: Well, as an expert in international law, you didn't have any trouble understanding baseball's rules, did you?

CHAGLA: I assure you that the baseball rules are infinitely more complicated and more difficult to understand than the rules of the International Court, but I had an expert sitting next to me and he explained to me all the fine points of the game, and very soon I hope to become a baseball fan.

MURROW: Ambassador Chagla, I know that that pedestal next to you has a special significance. Would you explain it to us?

CHAGLA: Yes. This is the emblem of a state in our country, and this is a copy of the column that was set up by one of our greatest emperors, Asoka, who lived and flourished 300 years B.C., and he put up this column at the spot where Chandragupta Maurya preached his first message of peace. These are the four lions that face the four directions of the world proclaiming peace to the world, and this inscrip-

when the President was supposed to throw the ball, but he was not present.

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"Peace only will prevail." I hope, Mr. Murrow, you will agree that ultimately peace will prevail.

MURROW: I certainly do. Mr. Ambassador, you and Mrs. Chagla must have greeted quite a few visitors in the seven months you have been in Washington. Is she enjoying it?

CHAGLA: Well, visitors have very many times visited our legation, and here is my wife, who very much would like to meet you.

MURROW: Good evening, Mrs. Chagla.

CHAGLA: This is Mr. Murrow.

MURROW: Good evening, Mrs. Chagla.

MRS. CHAGLA: Good evening, Mr. Murrow.

MURROW: That's a beautiful sari you're wearing.

MRS. CHAGLA: Thank you. The head piece is from Kashmir and the bottom is hand-woven from Bombay.

MURROW: Well, I would think the Chaglas must find the life of an ambassador in Washington quite different from that of the chief justice of Bombay.

CHAGLA: Very different, Mr. Murrow. As chief justice I only work and function within the narrow boundaries of the record. As a diplomat I am most of the time off the record. As chief justice, after I have done my five hours work

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in court, I have a life to myself. I had a lot of privacy. Here I have forgotten what privacy means.

MURROW: Ambassador Chagla, I know it is always open season on ambassadors to make speeches. Have you found that to be very much of a chore?

CHAGLA: No, Mr. Murrow, I really enjoy speaking to the people of America. I have spoken in various parts of the country and to various types of people, and may I say why I enjoy it?

MURROW: Yes; please do.

CHAGLA: I find that the people of this country appreciate frankness. If they know that you are a friend of theirs, and you like them, they welcome your frankness, and by now the people of America know that I like them and I am a friend of theirs, and so I do not hesitate to speak absolutely frankly to them.

MURROW: You rather like the rough and tumble of questions and answers, too, don't you?

CHAGLA: Well, I enjoy that more than anything else. You see, both in England and in India this is an institution which is almost unknown. In this country after almost every speech of yours, questions are asked of you and you are to answer them, and I think this is but right that it should

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MURROW: Mr. Ambassador, do you find American audiences sympathetic to your views?

CHAGLA: Very sympathetic. I think there is a growing understanding and an awareness of what India stands for; of what India's policy is; of what India's point of view is, and it is really a pleasure to speak with the people of America.

MURROW: Mrs. Chagla, do you and your children accompany the Ambassador on his speech-making trips in this country?

MRS. CHAGLA: We do sometimes.

CHAGLA: Well, when my wife comes with me, I'm sure she gets bored listening to me, and as regards my children, my daughter was here for two months. She has just gone back to Bombay. My one son is studying at Cambridge, England, and the other son is working in New York. And may I point out to you a picture of my daughter which is here?

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MURROW: Yes.

CHAGLA: That's my daughter, Mr. Murrow. I think you met her.

MURROW: Yes, I did.

CHAGLA: That's my only grandchild.

MURROW: Oh, yes. Did you bring many things with you when you came from India?

CHAGLA: Well, I brought a few things, but there is one special thing I would very much like to show you, and that is a portrait of Mahatma Gandhi. There it is. Now let me tell you a little history about this. I was asked to open the exposition of the lady who has been responsible for this portrait in Bombay, Mrs. Pandit---

MURROW: Yes?

CHAGLA: ---and as a token of appreciation, she sent me this portrait. Now, from a distance it looks like a crayon drawing---

MURROW: Yes, it does.

CHAGLA: ---but it is not. It has been made out of human hair, thousands and tens of thousands human hairs interwoven, and you can imagine the labor, the patience, the concentration that was required to prepare this. Let me say this is a wonderful likeness of Gandhi.

MURROW: Yes.

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MURROW: Very remarkable. Certainly Gandhi's philosophy continues to be a strong guide for your people, doesn't it?

CHAGLA: Oh, yes, it has become part of our philosophy, part of our politics, part of our foreign policy.

MURROW: Sir, how would you describe current relations between our two countries?

CHAGLA: I have never known the relations to be better or more cordial. There is a friendliness and understanding, a sympathy which is really striking.

MURROW: I think you told me once that you would like to see more private capital invested in India. Isn't that right?

CHAGLA: I did. I want economic cooperation not merely between government and government, but between the people of this country and the people of my country---

MURROW: Well---

CHAGLA: ---and that can only come about if capitalists and industrialists in this country are prepared to invest in India.

MURROW: Well, sir, as a great jurist turned to be what I might call a salesman for his country, just how do you sell India as an investment for American capital?

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CHAGLA: Well, I don't like that commercial expression.

MURROW: I'm sorry.

CHAGLA: My duty is not to sell anything. My duty is to interpret my country to the people of this country, and what I have been pointing out to the people of this country is the great importance of India today in the contest of the world. Let me put it to you this way. India is a great democracy. So is this country. India is trying to improve her lot; to fight for equality; to introduce prosperity, industrialize the country, but all by democratic methods. If India succeeds, democracy will succeed not only in India, but in the whole of Asia and Africa because the people of Asia and Africa are watching the experiment in India. If democracy fails in India, if it cannot find prosperity democratically, then, as I said somewhere, the lights will go out in Asia and Africa, and what I have been telling my American friends is you must join us in this exciting adventure of fighting for equality in India because in doing so you are not merely helping India, the people of India; you are helping the cause of democracy and the cause of peace, and the cause of freedom.

MURROW: Mr. Ambassador, we were speaking a moment ago of questions and answers. What do you reply to people who

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MURROW: Mr. Ambassador, we were speaking a moment ago of questions and answers. What do you reply to people who

complain about India being neutralist?

CHAGLA: Well, I tell them India is not neutral. Now, please remember this: Alliances are not merely caused by military pacts. There are stronger bonds than military pacts that can unite two countries, and India and the United States are united by stronger bonds than the bonds of military pacts. They are united by basic things in life. They are united by the fact that you and me believe in democracy. We are united by the fact that you and me believe in freedom. We believe in the dignity of man. We believe in the rule of law. These are stronger bonds than the bonds, as I said, of the military pact. We are not neutral. We are irretrievably, deeply, irrevocably committed to the cause of democracy at peace. That's not neutralist.

MURROW: Mr. Ambassador, in your seven months in Washington, what has most excited, most interested you?

CHAGLA: What has excited me most is television. The very fact that I am now facing about 50 million people, and being seen by 50 million people is the most exciting thing that could happen. I hope I am not doing an injustice to your program. Perhaps more people than 50 million see it. Don't forget, Mr. Murrow, that we have no television in India. As regards what has interested me, it is the friendliness, the

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kindliness, the informality of the people of America, and the dignity of labor which this country believes in. I find if a man is doing an honest job, never mind what the job is, he is respected, and that is a very great comfort.

MURROW: Thank you very much, indeed, for letting us come and visit you. Thank you, Mrs. Chagla.

CHAGLA: Thank you, Mr. Murrow.

MURROW: Thank you very much, Mr. Ambassador. Mrs. Chagla, thank you. I hope in the course of the coming year to see some of this great adventure in India that you have had a chance to tell us just a little bit about tonight.

CHAGLA: You will be very welcome in India, Mr. Murrow.

MURROW: Thanks so very much. Good night.

CHAGLA: Good night.

MRS. CHAGLA: Good night.

MURROW: Thank you again.

I will be back in a moment to tell you about next week's guests. Now a word about Kent cigarettes.

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MURROW: Thanks so very much. Good night.

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Next week we will also be calling on actress Lee Remick and her husband, television director Bill Colleran. Within the past two years Miss Remick has become one of Hollywood's most successful young new actresses.

There are some of the people who made tonight's program possible.

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High Baillie

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DORIS C. NEGER REPORTING SERVICE
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(Commercial)

MURROW: Actress Lee Remick says of herself that she's a mixture of Boston, Broadway and Piggott, Arkansas. She was born in Quincy, Massachusetts; got her first acting breaks on Broadway, and in New York television, and started her first movie role in Piggott, Arkansas.

Her husband, Bill Colleran, whom she married two years ago, started out to study medicine but is now in show business too, producing and directing musicals for television.

Lee Remick's first film was "A Face In The Cloud" followed by "The Long Hot Summer." She has just returned to New York after filming the soon to be released "Anatomy Of A Murder."

Miss Remick, her husband, and their four-month-old daughter live in a duplex apartment in this building -- the one in the middle there -- on the East Side of Manhattan. Bill also maintains his offices here.

Evening, Lee.

REMICK: Good evening. How are you?

MURROW: Evening, Bill.

COLLERAN: Evening.

MURROW: This has been a rather hectic year for

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REMICK: Good evening. How are you?

MURROW: Evening, Bill.

COLLERAN: Evening.

MURROW: This has been a rather hectic year for

the two of you, hasn't it?

REMICK: Oh, it has. It's been a wonderful year. One of the most wonderful things about it was the birth of our baby. And then Bill has done five big special television shows, and I have just returned, as you said, from shooting "Anatomy of A Murder."

MURROW: Lee, while you were making "Anatomy" you had a chance to work with an old friend of mine, Joe Welsh.

REMICK: Oh, yes.

MURROW: Tell me, how would you rate lawyer Joe Welsh as an actor?

REMICK: I would rate him at the top of the class. He was just wonderful -- a marvelous man. He was a great gentleman, and I must say Mr. and Mrs. Welsh both were our favorite baby sitters in Michigan. They took care of Kaita on many an occasion. He's a wonderful gentleman. All the time that I knew him, and as well as I got to know them both, I would ask him time and time again to please call me by my first name, and he would say, "Yes, Miss Remick." Never failed.

MURROW: Bill, it must be rather nice to have the lady of the house back home again.

COLLERAN: Oh, is it! I got so tired of those

the two of you, hasn't it?

REMICK: Oh, it has. It's been a wonderful year. One of the most wonderful things about it was the birth of our baby. And then Bill has done five big special television shows, and I have just returned, as you said, from shooting "Anatomy of A Murder."

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MURROW: Well, it must be written in the law that lady of the house back home again.

COLLEMAN: Oh, is that! I get so tired of

frozen chicken pies. Let me tell you, it was awful. All the time she was away I kind of left the house just sit until she got back and since then we've been doing some decorating. It's about three-quarters finished now. This is the living room, and there's my marvelous Bing Crosby chair over there from the first show I did with Bing last year.

MURROW: Oh, yes. Lee, tell me, just how old were you when the acting bug first bit you?

REMICK: Well, the acting bug was not the first one that bit, actually. I started as a dancer and I studied dancing from the time I was about eight years old here in New York, and then my first job was as a dancer. But then I began to get little bitty acting parts, and I got to like that an awful lot better and I was better at it, so that took over.

COLLERAN: Then Kazan saw her in a thing she did on television for Robert Montgomery and that was the real beginning of her screen career.

MURROW: So you had your dramatic training right here in New York -- right?

REMICK: Actually, I never had any formal acting training, Ed. Everybody thinks I have just because I worked with Kazan, and they all figure automatically that means

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MURROW: Bill, how about you? How did you happen to drift away from medicine to musicals?

COLLERAN: Well, Ed, the drift began in a little town in Minnesota called Hoka of about 500 population, and I lived there until I was about 18, and when I went into the Navy, my family moved to California. And so when I got out of the Navy, I went out to California expecting to go back into medicine, but I suddenly decided I wanted to go to work in pictures. So I went out to Fox one day and it happened to be the day on which somebody had just quit and so I went to work on Monday.

MURROW: Bill, I should imagine there are certain small differences between life in midtown Manhattan and life in Hoka, Minnesota -- right?

COLLERAN: Are there! Are there ever! Lots of them. And I will say that every once in a while I start thinking about them and I do miss Minnesota and the country and farms, and particularly around thrashing time because that

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COLLERAN: Are there! Are there even! You can tell them. One I will say that everyone in a while I start talking about them and I do miss Minnesota and the country, the farms, and particularly around threshing time because

was my favorite time of the year, not only because of all the food, but I started out when I was about five as the water boy, and then I graduated to stacking the grain. Then, finally, when I really made it, I got my own horse, which was an old plow horse called Belle that I had for years and years. I don't know what happened to her. She has faded away.

REMICK: Even though we live in New York and we have no real farm, we have our own little version of the "Back 40" here.

MURROW: What is it?

REMICK: Well, it's our jungle. It's a collection of plants which Bill has been working on and growing for five or six years, some of them, especially the great big tree. He has a green thumb and he can make anything grow under any conditions. It's wonderful.

MURROW: I should think one of these days before you know it you'll have yourselves a helper. By the way, who does the baby look like?

REMICK: Well, you know, it's sort of split up.

COLLERAN: A little of both.

MURROW: You wouldn't happen to have a picture around, would you?

COLLERAN: Would we!

was my favorite time of the year, not only because of all the food, but I started out when I was about five as the water boy, and then I graduated to stacking the grain. Then, finally, when I really made it, I got my own horse, which was an old plow horse called Dolly that I had for years and years. I don't know what happened to her. She has faded away.

REMICK: Even though we live in New York and we have no real farm, we have our own little version of the "Back 40" here.

MURROW: What is it?

REMICK: Well, it's our jungle. It's a collection of plants which Bill has been working on and growing for five or six years, some of them, especially the great big tree. He has a green thumb and he can make anything grow, under any conditions. It's wonderful.

MURROW: I should think one of these days before you know it you'll have yourselves a helper. By the way, what does the baby look like?

REMICK: Well, you know, it's sort of ugly.

COLLEMAN: A little of both.

MURROW: You wouldn't happen to have a picture around, would you?

COLLEMAN: Would we!

REMICK: Of course we do.

COLLERAN: A few thousand.

REMICK: They're in here in the dining room which is as yet a sort of incomplete room. We have everything but dining room chairs -- no place to sit down and eat, so it makes it a little bit awkward.

COLLERAN: And in here I happen to have, as I say, a few hundred pictures of you know who that I haven't had time to hang yet, so I will bring out my favorite that I took when she was up in Ishpeming with her mother, and there's herself.

REMICK: Isn't that cute?

MURROW: Oh, that's wonderful. A very handsome young lady.

REMICK: Thank you.

MURROW: She'll hate you for that when she's about 19, won't she?

REMICK: Yes, she will.

MURROW: I'm sure her grandparents must be as proud of her as you are.

REMICK: Oh, they're wonderful! They can't stay away from her, and then tend to spoil her a little bit. One of the rare presents Kaita has received so far in her young life is this piece of metal sculpture, which is a gift from

RENICK: Of course we do.

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RENICK: Isn't that cute?

MURROW: Oh, that's wonderful. A very handsome young lady.

RENICK: Thank you.

MURROW: She'll hate you for that when she's older, won't she?

RENICK: Yes, she will.

MURROW: I'm sure her grandparents must be so proud of her as you are.

RENICK: Oh, they're wonderful! They can't wait away from her, and then tend to spoil her a little bit. One of the more pressing facts has presented so far in this life in this piece of metal sculpture, which is a very

my father to Kaita on her baptismal day. He appeared here on the way to church with this great big, huge gift---

MURROW: Yes?

REMICK: ---which we thought would probably be a kind of conventional toy, and it turned out to be this wonderful guardian angel. We call him Tommy after St. Thomas of Defiance. He takes care of everything in the house.

MURROW: Oh, wonderful! A very good start if you are planning a collection of modern sculpture, too, isn't it?

REMICK: Well, yes, except that we really -- most of our things in the house are antiques. We have very little in the way of new and modern things. One of our very favorite collections is this of these ancient heads from Greece. These first three are Fifth Century B.C. Greek heads, and the other two are Fifth Century Roman heads. They're quite lovely and our very favorite favorite things.

COLLERAN: And then I've got a little thing here which is not nearly so important historically or artistically, but I am very proud of it and fondof it.

MURROW: Well, it looks interesting, but what is it?

COLLERAN: It's a cup, but a very special cup that came from the captain's cabin of the first steamship that

my father to Kate on her baptismal day. He appeared here on the way to church with this great big, huge gift----

MURROW: Yes?

MERRICK: ----which we thought would probably be a kind of conventional toy, and it turned out to be this wonderful guardian angel. We call him Tommy after St. Thomas of Defiance. He takes care of everything in the house.

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MURROW: Well, it looks interesting, but what is it?

COLLEMAN: It's a cup, but a very special cup that came from the estate's cellar of the first Governor's

sailed the Atlantic and sunk off of Salt Island down in the Caribbean where we shot all the underwater stuff when I was directing "Windjammer," and, you know, underwater one day I happened to come across this cup underneath a board.

MURROW: You know, "Windjammer" must have been an interesting assignment for an ex-Navy man, wasn't it?

COLLERAN: Oh, was it! Spending three months on that beautiful ship. But the greatest experience for me, an ex-Navy man, was with the Caribbean Fleet when I was connected by a headset to the entire Caribbean Fleet and suddenly I found myself saying, "Bring those destroyers in. Move the battleships over this way. Bring the jets lower." And because of the wide screen thing, and having to get so much closer to camera---

MURROW: Yes?

COLLERAN: ---I could never get the destroyers to come close enough to camera, and so we kept doing it over and over, and finally I said, "Now this next time is the last time. Really close this time." And so they started coming at me full speed, and I was looking through the camera and suddenly a stagehand just as they were coming down on top of us, reached up his hand and said, "Stop!" to this big battleship.

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COLLERAN: ---I could never get the destroyers to come close enough to camera, and so we kept doing it over and over, and finally I said, "Now this next time is the last time. Really close this time." And so they started coming at me full speed, and I was looking through the camera and suddenly a stagehand just as they were coming down on top of us, reached up his hand and said, "Stop!" in this little ship.

REMICK: The funny thing about it was he speaks of himself as an ex-Navy man. He was a seaman second class and here he was commanding the entire Caribbean Fleet.

MURROW: Lee, tell me, have you and Bill ever thought of working together as a team sometime?

REMICK: Oh, yes, we hope to very much. We're looking, you know, for something to do together either on the stage or in films or in television.

COLLERAN: We have our own corporation now and we're looking for the right property that we want to do first together.

REMICK: I only hope that if it's a film, and it's done on location, it's done on some romantic spot. It seems to me all other actresses get to go to places like Paris, and the South of France, and Rome, and all of my pictures have been made in -- one was in Piggott, Arkansas, and one in Baton Rouge, Louisiana, and one in Durango, Colorado, and "Anatomy" was in Ishpeming, Michigan. I never seem to get to the exotic places. I only hope that's what we do.

MURROW: Well, I'm sure you will. Other than plans to work together, what's the big dream in the Remick-Colleran future?

COLLERAN: Well, getting back to the "Back 40."

KEMLICK: The funny thing about it was he speaks of himself as an ex-Navy man. He was a seaman second class and here he was commanding the entire Caribbean fleet.

MURROW: Lee, tell me, have you and Bill ever thought of working together as a team sometime?

KEMLICK: Oh, yes, we hope to very much. We're looking, you know, for something to do together either on the stage or in films or in television.

COLLERAN: We have our own corporation now and we're looking for the right property that we want to do first together.

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COLLERAN: Well, getting back to the Mack A.

It's a farm. We would like to have a really great working farm some place here in the East. Probably in upstate New York or western Connecticut or western Massachusetts. But a place that really is a real farm on which I can get back into the dirt and all that stuff, you know.

MURROW: Lee, what sort of farm hand do you think you'd make?

REMICK: Well, I'd love to make a try at it, but being a New York girl, my only experience with the wide open spaces has been kind of confined to Central Park.

COLLERAN: She's not exactly the pioneer type.

REMICK: Not exactly.

MURROW: Well, thank you very much, indeed, Lee. Thank you, Bill, for letting us come tonight.

REMICK: Thank you.

COLLERAN: Thank you, Ed.

MURROW: And will you say good night to Kaita for us, or good morning perhaps.

REMICK: Yes, that we will.

COLLERAN: Yes. Okay.

MURROW: Thank you very much, indeed. Good night.

REMICK: Good night.

COLLERAN: Good night.

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RAMICK: Not exactly.

MUNROW: Well, thank you very much, indeed, Lee. Thank you, Bill, for letting us come tonight.

RAMICK: Thank you.

COLLERAN: Thank you, Ma.

MUNROW: And will you say good night to Kurt for us, or good morning perhaps.

RAMICK: Yes, that we will.

COLLERAN: Yes. Okay.

MUNROW: Thank you very much, indeed. Good night.

RAMICK: Good night.

COLLERAN: Good night.

MURROW: In just a moment we'll take you for a visit with Hugh Baillie, and now a word from Kent cigarettes.

(Commercial)

MURROW: Hugh Baillie was born into a newspaper family in Brooklyn about 68 years ago. His grandfather was a reporter, and his Scottish father, David G. Baillie, was a reporter and literary secretary to Andrew Carnegie. Hugh started in the newspaper business in Los Angeles while he was in his teens. He joined the United Press in 1915, and 20 years later became president of the U.P., one of the world's largest news gathering agencies. From 1935 to 1955 during 20 great newsmaking years, Hugh Baillie was really the top man at U.P. Four years ago he retired, but not to take it easy. He has been traveling, writing, and recently published his book, "High Tension," recollections of 45 years of reporting.

Mr. and Mrs. Hugh Baillie have a house in La Jolla, California, and for 25 years they have also lived in an apartment in this building on New York's East Side.

Evening, Hugh.

BAILLIE: Hello, Ed.

MURROW: How are you?

BAILLIE: I'm fine, and I'm just remembering this is the second time you've had me on. Do you remember the

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BAILLIE: Hello, Ed.

MURROW: How are you?

BAILLIE: I'm fine, and I'm just remembering this is the second time you've had me on. Do you remember the

first time in London just before the war?

MURROW: I do, indeed.

BAILLIE: When you asked me about our arrangements for covering it?

MURROW: How many correspondents you had and where your circuits ran and so forth.

BAILLIE: 500 correspondents then, and where the circuits ran and all the rest of it -- sure.

MURROW: How's Mrs. Baillie?

BAILLIE: Well, she's fine but she's not here tonight, Ed, I'm sorry to say. She's across the street looking at television.

MURROW: I'm sorry. Give her my regards, will you?

BAILLIE: Shall do. She's missed very few of your shows and she's not going to miss this one, that's for sure.

MURROW: Hugh, how's the book coming?

BAILLIE: Well, they tell me the book's coming along fine. Of course, the author doesn't always know exactly what the score is, and I have one of the biggest free lists in the world, I'm sure of that because we have a lot of friends, but I think it's going along fine, Ed. Thanks very much.

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MURROW: Hugh, we all know that book jackets can be a little bit misleading; as misleading as headlines. Now, the cover on your book calls you a "hard-hitting, irascible reporter."

BAILLIE: Irascible.

MURROW: Irascible; that's right. Does it take a tough man to run a wire service?

BAILLIE: Why, sure, of course it takes a tough man. It takes a tough man to run a newspaper, too. It takes a tough man to run a wire service, I say, because he is dealing with a staff that's scattered all over the world. He's got a deadline to meet every minute somewhere -- some newspaper going to press in some language, and he has to inject from his own person a great deal of energy and enthusiasm out over the world. That makes for toughness, and the newspaper reporter -- newspapermen are tough, too. They have to ask questions they'd rather not because they're reporting and digging out the news. They have to -- well, they don't have to ,we never asked anybody to go to a war, but they go to wars when they don't have to go, in order to get the news, and they have to fight for the news a great deal on account of the very many people who would rather not have any news come out at all.

MURROW: Yes. Hugh, I have always been grateful

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MURROW: Yes. Hugh, I have always been an ardent

to you for supplying me with some manpower during World War II.

BAILLIE: Yeah, quite a few. Charles Collingwood.

MURROW: And Dick Hartalett.

BAILLIE: Eric Severeid.

MURROW: Bill Downs.

BAILLIE: Yeah. Larry LeSeur.

MURROW: And Howard Smith. I stole a lot of people from you, didn't I?

BAILLIE: Walter Cronkite. Dick Hartalett.

MURROW: Ah, that was a long time ago. Tell me, what does Hugh Baillie do these days to keep busy in retirement.

BAILLIE: Well, of course that's a question a lot of people have asked me, Ed, and it often amuses me because I know so many guys who never did anything all their lives to justify their existence, but when you have been active, you're supposed to be dying on the vine or like an old soldier, fading away or something of the kind. I'm trying to put the brakes on as much as I can. I've had 40 years of the United Press. Now I say let somebody else have a chance. However, I do travel a good deal. I've got a worldwide correspondence of friends I made when I was running the United Press, and even before I was running it. I am interested in some armor-

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ial stuff I'll show you in a minute. I've gotten a little interested in music even.

MURROW: Have you!

BAILLIE: Yeah -- that you might never have heard of.

MURROW: No, I haven't. I thought I knew you pretty well but I didn't know this.

(Mr. Baillie plays mechanical piano.)

MURROW: Hugh, this is a talent I didn't know you had.

BAILLIE: Well, I have to practice a good deal, Ed. A lot of practice is required. See, Ed, no hands. That is about the extent of my musical capabilities.

MURROW: Well, Hugh, when you're not enjoying mechanical musical moments, I have a hunch you have a great urge to get out and cover a story again, don't you?

BAILLIE: Oh, sure. I often have an urge to get out and cover a story. I often have an urge to tell the guy that's covering the story how to do it.

MURROW: Just can't get out of the habit, huh?

BAILLIE: Yeah -- as if I knew better than he. But you know how that is---

MURROW: I do.

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MURROW: I do.

BAILLIE: ---you've directed quite a few men covering stories, and covered quite a few yourself.

MURROW: Well, Hugh, what else keeps you occupied these days?

BAILLIE: Well, as I say, I've got an interest in armorial stuff, you might call it: claymores, armor -- stuff like that. For instance, this is Henry VIII's armor, a miniature from the Tower of London.

MURROW: Yes.

BAILLIE: Of course, he got pretty fat after that and he couldn't have worn this. You see, the mace comes out. You can hit yourself a pretty good clout on the head with it if you want to. These suits of armor are also miniatures from the Tower of London. The swords are removable, you see.

MURROW: Yes.

BAILLIE: They're all jointed and work. Now, these are what we call today Scottish claymores. They're really Highland broad swords. The true Scottish claymore is a two-handed sword.

MURROW: Are those ancestoral weapons?

BAILLIE: Well, I'm afraid I can't claim that, Ed, because the Baillies are Lowlanders. We come from down in Ayrshire, and down there they didn't use the claymores. They

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were used by the wild Highlanders more, you see.

MURROW: Hugh, I seem to recall during World War II you and Field Marshal Montgomery had some anxious moments together. It was in Holland, wasn't it?

BAILLIE: Yes, it was in Holland. It was the battle of Arnhem. I've got a picture down here that will throw some light on that. And, incidentally, down here, this is the room where I wrote the book -- one version of it. I wrote the book twice. Sometimes I think I wrote it three times. You see, this was during the battle of Arnhem, and here's Monty and here's me, and here's his caravan. You remember?

MURROW: Yes, I do.

BAILLIE: You remember those well from the desert when you were down there. And the battle of Arnhem. This was in Eindhoven, actually. Arnhem was up the Rhine a little way, and the great battle was going on up there. But he took me inside -- into this caravan -- and talked to me all about his African campaign, and drew these sketches of the Mareth Line and El Alamein.

MURROW: Yes?

BAILLIE: And, incidentally, inside here he had two big lithographs of Rommel hanging up. In one of them

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MUNROW: Yes?

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fierce, hat over one eye, and ready to fight. In the other one he was drawn. He looked like a patent medicine ad -- before and after taking -- and Monty said, "Now, Mr. Baillie, that's Marshal Rommel before he met me, and that's after he met me." Then he said, "I should like to capture Marshal Rommel one of these days and sit him right down there where you're sitting, right across from this desk here, and spend the day discussing his mistakes."

This little trinket here, Ed -- I'm not a souvenir hunter, but I brought that back from the war because it saved my life once at the battle of Arnhem.

MURROW: How is that?

BAILLIE: Well, we were riding in a jeep that came under artillery fire and the driver of the jeep got a little bit excited and ran into a tree, and I went out through the windshield and that took the shock.

That's the book, incidentally. I think I should hold it up sometime this evening.

MURROW: You certainly should. Well, all that was a few years ago.

BAILLIE: Yes.

MURROW: What do you expect the big news stories to be tomorrow -- in the coming month?

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HALLITE: Yes.

MURROW: What do you expect the big news story to be tomorrow -- in the coming months.

BAILLIE: In the coming month? Well, in the coming month -- I'll make that month, Ed---

MURROW: All right.

BAILLIE: ---I'd say possible war and money. They're always big stories. As long as we have this pressure with the Russians over Berlin, we have the possibility, of course, of a war. There are too many people who have access to too many delicate instruments of war to be feeling absolutely safe about being protected from it. And money is always a big news story, particularly today when taxes and prices are going up so fast.

MURROW: Yes. Hugh, we all know that for many years you were a leader in the battle for freedom of information. How goes the fight?

BAILLIE: Well, the fight goes on. The fight will always go on, in my judgment, as the United Press was the leader of the fight from the very beginning, and we found very many people or places where the people did not want to give out the news, and where there were barriers placed up against the news and things like that. Well, we fought and fought and tore them down. In Europe they had cartels. They controlled all the news and only gave it to each other, or to those who subscribed to their system. We find now that that's

all gone. In a place like Washington there is a great deal of top secret stuff. They brought that phrase out of the war, of course. Top secret this and top secret that. It isn't really top secret at all, but somebody wants to keep it quiet.

MURROW: Yes?

BAILLIE: In 1948 we had a session at Geneva. We met there to draw an international treaty for reciprocity in news gathering.

MURROW: I remember that.

BAILLIE: That was the whole idea. We drew up three treaties. They differed. They are all down here at the United Nations now, so far as I know, gathering dust. Anyway, it was a good try.

MURROW: Hugh, a personal inquiry.

BAILLIE: Yes?

MURROW: What do you think of the reviews your book has received? The book called "High Tension." I must get that name in again.

BAILLIE: Thanks. Well, the reviews have been very good. I haven't seen a single unfavorable one, Ed. The book must be good or these people who write the reviews must like me, I don't know which. Anyhow, they have been very good and I am being piled up here, and it's beginning to look

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like the Collyer brothers.

MURROW: Well, Hugh, I hope it sells a million.

BAILLIE: Thanks.

MURROW: Thank you very much.

BAILLIE: Thanks very much, and bon voyage on your sabbatical.

MURROW: Thank you very much. Thank you, Hugh, for letting us come and I hope Mrs. Baillie enjoyed television tonight.

BAILLIE: Thanks. Thanks, Ed.

MURROW: Good night, Hugh.

I'll be back in a moment right after a word from Bob Wright speaking for Kent.

(Commercial)

MURROW: Thank you, Mr. Gruber. For six years now at the conclusion of each of the 250 PERSON TO PERSON programs that we have done, I have reminded you that those are some of the people who helped make this program possible: David Moore, Charles Romine, Aaron Ehrlich, Liz Scofield, Nancy Commarata, Bob Dailey, Charles N. Hill, Robert M. Salmon, and the producers, John A. Aaron, Jesse Zousmer, and there are hundreds more. No one who has been on television with any regularity needs to be reminded that in order

like the Collyer brothers.

MURROW: Well, Hugh, I hope it sells a million.

BAILLIE: Thanks.

MURROW: Thank you very much.

BAILLIE: Thanks very much, and bon voyage on your sabbatical.

MURROW: Thank you very much. Thank you, Hugh, for letting us come and I hope Mrs. Baillie enjoyed television tonight.

BAILLIE: Thanks. Thanks, Ed.

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to do anything in this medium, you need an instrument, and the primary instrument is not lights or cameras, cables, cue cards, or cosmetics or consoles. The primary instrument is people; people who know their jobs, who are proud of it, people who care. What little success we have had in interesting you with our 500 electronic visits with guests all the way from Canada to Cuba, Connecticut to California, is the result of the combined efforts of more people than we could possibly mention tonight. People such as Ken Hunt, Frank Light, Joan Pilkington, Frances Arbel, Ronnie Greene, Buddy Altman, Josephine Iannello, and Cantrie Mullen, most of whom stand anywhere from six to 60 feet from me every Friday night performing the various chores that help make this program possible. There are many more who are on duty throughout the whole land demonstrating a rare blending of skills in what I am informed is the most difficult technical program that regularly appears on television. Some of you may recall some minor technical failures but never a complete collapse.

To the CBS technicians from coast to coast; to the staff and the field men of the American Telephone and Telegraph Company; to the independent phone companies, local power companies, a real salute from those of us who don't know how it's all done to those of us who do know, and who

to do anything in this medium, you need an instrument, and the primary instrument is not lights or cameras, cables, cards, or cosmetics or consoles. The primary instrument is people: people who know their jobs, who are proud of it, people who care. What little success we have had in interesting you with our 500 electronic visits with guests all the way from Canada to Cuba, Connecticut to California, is the result of the combined efforts of more people than we could possibly mention tonight. People such as Ken Hunt, Frank Light, John Pillington, Frances Ardel, Ronnie Greene, Buddy Altman, Josephine Iannello, and Cantrie Mullen, most of whom stand anywhere from six to 60 feet from me every Friday night performing the various chores that help make this program possible. There are many more who are on duty throughout the whole land demonstrating a rare blending of skills in what am informed is the most difficult technical program that regularly appears on television. Some of you may recall some minor technical failures but never a complete collapse.

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have done it so well for 250 weeks, and that includes such experts as Gaylord Caldwell and Leroy Thomas, who have been responsible in the literal sense of that word for protecting the household effects of our guests, all of whom have been most gracious, tolerant and cooperative.

All of these people have made it possible to take you into homes you might not otherwise have been permitted to visit; to meet people you might not otherwise have had occasion to know and to hear many people say some worthwhile things that might never have been heard outside their own living rooms.

As you may have heard, I am starting tomorrow on a rather over-publicized leave of absence for one year. CBS has announced that PERSON TO PERSON will resume in the fall. When I return to the Columbia Broadcasting System, I hope to do something that will merit the continued loyalty you have shown towards this half-hour. So until then, from PERSON TO PERSON, good night, a good year and good luck.

Prog Bus Pers

Dec 9 1954

to ERM:

Re the Mickelson letter..and Johnny and I are in agreement that there's little to be gained in prolonging the issue.

We complained about TV's use of the picture window device on election night. Sig's paragraph two states the whole issue:"The only distrinctive feature of key-insertion which was developed at the request of the Person to Person staff is the window device." And in the same parapgrah he writes (CAPITALS [redacted] MINE) "I would deplore the use of key-insertion in any way which would be a direct copy of Person to Person's use of a WINDOW frame but matting through a PICTURE frame or mat is quite different."

I don't really know the difference between "picture" and "window" in this sense.

But the facts are these:

1- Paul Wittlig, manager of new effects development, tells me that P to P was first at CBS to use live remotes in key-insertion(we call it matting)

2- Wittlig says to his knowledge no network show..(some local technicians may have tried it without his knowledge).. ever brought a live remote through a matting amplifyer..as we do.

3- Mikelson's terminology is evasive and not connected with the device as it is distinctly used on Person to Person. For example:

a) Sammon, quoted as one of developers of key-insertion, says no one before us ever used a live remote through a matting amplifyer.

b* There were others who used Rear projection through a wall or blank space..never a live remote

c) For your information the device we used was originally worked out in theory by Aaron Ehrlich and technicians at Sperry Gryoscope on a friendship basis..not officially through Sperry.

d- The original Adeventure shows did use film in an area between moderator and guest who sat across a table from each other. RP's have long been in use in TV.. and Hollywood.

e- CBS's use of amatting amplifyer at the 1952 convention had little relation to what we use. Then, you'll recall, Cronkite's face came up ina corner of the pool camera shot of the whole hall. Cronike was then "wedge wiped" into the whole picture.

f- Mikelson says CBS stations now have six matting amplifyers. Probably true. At the time Person to Person went on the air CBS*TV New York owned one. This amplifyer could wipe (a la Cronkite at the convention) it could not mat.

g- On January 27, 1954, by memo I asked Thompson for "an extra metting amplifyer if needed in the studio" . This request was frequebtly repeated. On June 17, 1954, Thompson wrote me "we are submitting a budegt request for theconstruction of matting amplifyer." Both memos are available.

h- Following additional memos and conferences we were promised that a spare matting amplifyer would be available in our studio on November 30th, 1954. (WE NOW HAVE IT) ~~[illegible]~~... even though, Sig says, "its listed in tv production manual" etc

4- Mikelson says "Matting through a frame has been done for some time by WINKY DINK2". Fact of the matter is Winky took air eight days after our first show.

5- Mikelson says"...the same policy must hold for the use of the wireless microphone, which predates Person to Person and will undoubtedly be in general use, particularly on special events programs, as soon as it becomes practiable."

a) Wittlig says we were the first to use this type of microphone(as distinguished from the convention walkie-talkie box) on this network. He doesn't know about others. (Dinah Shore may have tried it once on NBC. Godfrey inspected it but never used it.)

b- We found and rented the Stevens mike (which had been used on Hollywood movie lots) The proof of this is that Person to Person picked up a tab for more than a thousand bucks because Technical Operations did not return it when they were supposed to.

c- The Budelman was "discovered" at our request because the Stevens didn't work. The Budelman was "peffected" in co-operation BY CBS and Budelman. We have a stack of prodding memos to prove our interest in a wireless microphone. I'M certain Grossman and Chamberlain will acknowledge that we have been the instigators of whatever perfection has been achieved. On Sept 29, this year, Grossmen memos "The two new receivers for wireless microphone operation on the P to P show are scheduled for delivery" etc.

d- Technical Operations..this off record..consistently opposed use of the wireless microphone because it was not considered airworthy. It was our persistent heckling, and actual air tests on our Friday nights, that led to development of the mike and its now more general use: ie Omnibus.

6- Mikelson's notes re a new mike , far superior to Budelman, is correct. It was "found" as a result of your prodding of Grossman and Chamberlain and my insistence that we would need a good wireless mike for future projects.

7- I agree that its "unthinkable to bottle up the use of technical devices..or restrict them to first program which used them."

But the whole point of the Mikelson memo is that we are using stuff that's been around a long time.

8- I am excellent informed that a high official of the company recently questioned his top aides..at some sort of board or planning meeting.. about "the mike that Murrow uses on Person to Person." No one present at that meeting could come within 50 per cent on what it cost... where it could be procured..or what its state of development was. But all were informed that "particularly on special events programs" the wireless mike used on the Murrow show should be employed.

9- To use Mikesleon's phrase:"If there are any points in which we have not made myself clear or if you have ay other questions" don't ask me.

10- And in closingI refer you to recent rewviews of the Hy Gardner show and the latest Goodson-Todman remoter...in which printed notice is ~~minimum~~ taken of the similarity to Person to Person...because of the picture window.

JV

Columbia Broadcasting System, Inc.

F.506

OFFICE COMMUNICATION

To Mr. Murrow cc: Messrs. Stanton, Van Volkenburg, Robinson

From Mr. Mickelson

Station

December 8, 1954

My warm thanks for your memo of December 4 regarding the key-insertion device as it relates to PERSON TO PERSON and our Election Night show. Your original memo arrived just after I got away for a couple weeks of vacation, hence my delay in sending you a prompt reaction.

Normally, I'd much prefer a face to face discussion, but, since I had completed a reply outlining my position on your original complaint, I think I should put it on the record. In the future, however, however, I would certainly prefer, as you suggest, to handle these matters in conversation rather than on paper.

Your attitude, as expressed in the December 4 memo, is understandable from your point of view but from the broader point of view of CBS News and Public Affairs I must take issue with your statement that "the complaint was justified", for the following reasons:

1.- Key-Insertion, the engineer's term for the technical device used in PERSON TO PERSON, was developed, according to my understanding, by CBS Television Technical Operations, specifically by Ben Ackerman and Bob Sammon (who was then Assistant Manager of Technical Operations).

2.- The only distinctive feature of key-insertion which was developed at the request of the PERSON TO PERSON staff is the window device. Matting through a frame has been done for some time by WINKY DINK and, of course, the frame has similarly been used consistently in connection with rear-projection. I would deplore the use of key-insertion in any way which would be a direct copy of PERSON TO PERSON's use of the window frame but matting through a picture frame or map is quite a different matter.

3.- The basic device of the matting amplifier from which key-insertion is developed has been in use by CBS Television since the Republican Convention in 1952 and is now available in six CBS Television studios in New York, in Television City in Hollywood, and is being installed at WMAR-TV, in Baltimore, and WBBM-TV, in Chicago. NBC also has the equipment.

4.- The matting amplifier, as a production device, is listed in the current CBS Television Production Manual and producers, agencies and sponsors alike are being encouraged to use it.

5.- The CBS News and Public Affairs policy is to encourage inventiveness in the use of all available technical devices.

To _____

From _____

Station _____

6.- It is unthinkable to bottle up the use of technical devices of any kind or to restrict these devices to the first programs which used them.

In general, the same policy must hold for the use of the wireless microphone, which predates PERSON TO PERSON and will undoubtedly be in general use, particularly on special events programs, as soon as it becomes practicable. That time is fast approaching. I have just learned that a new wireless microphone, which is far superior to the Budelman version, is being tested by General Engineering. When and if some wave legth problems can be resolved it will be available for general use.

If there are any points in which I have not made myself clear or if you have any other questions, I will be glad to sit down and talk with you about them at your convenience.

Jy

CBS TELEVISION

Office Communication

to: Mr. Nicholson

from: Mr. Murrow

cc: Messrs. Van Volkenburg
Robinson

bc: Mr. Paley

December 3, 1954

Further re my memorandum to you of November 4th about use of the PERSON TO PERSON picture window on election night. Since this is the time for retracting strong language in Washington and elsewhere, and since even Senator Dirksen, that Liberace of politics, has uttered words about the approaching of the Yuletide season of forgiveness; I send you this epistle to say that I should not have indicted said memorandum which I understand has had some circulation throughout the organization. My complaint was justified, like McCarthy and I hope a different context, I withdraw nothing but it wasn't done in an appropriate fashion. In future if I can think up a good reason for a complaint I will raise my voice in anguish in person and since neither of our tones are dulcet, I am sure you will do the same.

E.R.M.

rh

CBS TELEVISION

Office Communication

to: Mr. Sig Mickelson

from: Mr. Edward R. Murrow

cc: Mr. Van Volkenberg
Mr. Robinson

November 4, 1954

I was quite distressed on Tuesday night to find that our election coverage on television was employing the "picture window" device which PERSON TO PERSON first introduced and which has become as much of a trademark for us as "the bursting stars" are to Gleason or the "dancing chorus line" is to the Sullivan Show.

In both these latter cases I'm sure - because Gleason and Sullivan are regarded as "pretty valuable pieces of property" - they at least would have been accorded the courtesy of being advised that their "trademarks" were being used.

We were not advised.

This may be regarded as of small import to some, but to us this represented an inexcusable case of complete disregard of our desire to protect what we consider an essential element of the PERSON TO PERSON show.

If the picture window was used on election night, what is there to prevent its use next time at a dog show or other such event.

The window, like our mobile Budeleman microphone, will serve no further useful purpose on PERSON TO PERSON if it is going to be exploited every time CBS finds itself unable to work out something for itself.

I cannot express my feelings too strongly in this regard. And am rather disappointed to think that the CBS Special Events staff in addition to being somewhat lean on ideas, is also a little short of the common decencies as well.

.E.R.M.

CONGRATULATIONS

by WESTERN UNION (52) (43)

12/3/54

NA167 CGN DL PD=WUX TDL WEST LOSANGELES CALIF 4 221PMP=
EDWARD R MURROW, COLUMBIA BROADCASTING SYSTEM=
DLR 485 MADISON AVE=

=DEAR E, YOUR BING CROSBY SHOW WAS ONE OF THE BEST YOU'VE
HAD IN A LONG TIME AND THAT IS SAYING A LOT,
CONGRATULATIONS TO YOU AND YOUR STAFF, BEST WISHES=
HARRY BRAND=

P&P

Ed;

Bill Holden is in for Jan 28.. he,too, is in the Crosby picture "Country Girl"

Can you get around to calling Holden on his set.. Hollywood 9-2411.. extension 656... between 4;30 and 6 p.m. our time.

Tell him I'll look him up when I go out for the Crosby thing.

jz

called
11/23

P to P

CBS TELEVISION

Office Communication

to: Mr. Paley

from: Mr. Murrow

November 23, 1954

Jessel correspondence

Regarding the attached. The trouble with the west coast origination is "that old devil money." I am not sure that we can get out of Santa Monica. I suggest you might care to tell Mr. Jessel that we will give the matter sympathetic consideration and be in touch with him in due course.

Informatively, Eddie Cantor is also putting the heat on us, and we are now playing with the idea of originating the whole show from the coast for five or six weeks next autumn.

E.R.M.

rh

565

File

P to P

CBS RADIO

Office Communication

J.a

to: Mr. Murrow

from: Mr. Seward

November 15, 1954

We have learned via Decca Records that Bing Crosby will appear on PERSON TO PERSON Friday, December 3.

Bing will return to the air in a five-a-week 15-minute program 9:15 to 9:30 p.m. Mondays through Fridays on November 22. The format of this program is a new one and it will be very much in Radio's and Bing's interests to have Bing describe what he is attempting to do in this radio series. He is so modest a person and so prone to lean over backwards in avoiding anything that looks like press agentry that he probably won't mention the radio program unless he is asked direct questions about it. I hope you will find it appropriate to do so.

Jim

J.M.S.

693

PKP

NOVEMBER 15, 1954

JANET LEIGH
TONY CURTIS
2018 COLDWATER CANYON
BEVERLY HILLS, CALIFORNIA

HAVE JUST SEEN FRIDAY NIGHT KINESCOPE STOP MY SILENCE WAS BEST PART OF WHOLE PROGRAM STOP HEREAFTER WHENEVER WE HAVE AUDIO TROUBLE WILL SWITCH TO YOU TWO WITH UTMOST CONFIDENCE STOP. 'TWAS REALLY BETTER THAN I THOUGHT FRIDAY NIGHT. AGAIN THANKS.

REGARDS,

ED MURROW

PtoP

CBS TELEVISION

Office Communication

to: Irv Haberman cc: Izzy Seigal, Ed Murrow

from: Jesse Zousmer

November 3, 1954

We are tickled pink that your shot of Mohammed Ali made the current Life Magazine, and any time Life's editors want to credit "Irving Haberman of CBS-TV" we are agreeable to omitting a mention of PERSON TO PERSON.

Why don't you tell Harriman you ought to be paid more.

J. Z.

Program Business Pd

CBS TELEVISION

Office Communication

to: Ed

from: Jesse

November 3, 1954

Three problems:

1. Would you estimate the proposed PERSON TO PERSON move to California at six months away or a year away? Our estimators would like to know.

2. We are surveying Lowell's place Tuesday afternoon. Maybe we should look yours over - for a number of reasons - at the same time. If you agree - what's the name of your farmer, and will you warn him?

3. Could you give A. B. Chamberlain a ring and tell him that our Budelmans - despite the new additions - are still giving us trouble, and will he assure us that he is still giving it his number one top priority personal medal of honor attention. We are starting to go out of town on a number of shows now where we may not have our local crew experts to make repairs and adjustments for us at the last minute.

Person to Person

CBS TELEVISION

Office Communication

to: Messrs. Fullmer, Grossman, Thompson

from: Mr. Murrow

October 27, 1954

THANKS

erm

jz

We are retaining our remote crews.

We are not being charged overtime..I gather omnibus is ~~mp~~ picking up the tab.

You wanted to write: grossman or Thompson or Falknor

Memorandum from
A. F. BROOKS

A reference to the incident from a column in one of the local newspapers.

* * *

"Hurricane Al" Lazuk, whose hunting trip to Canada was messed up by "Hurricane Edna," found himself tangling with latest of stormy sisters in Westport Friday night.

* * *

Al was one of SNET engineers working at Martha Raye's home there on facilities set up by phone company to carry TV broadcast to New York for Ed Murrow's show.

* * *

With Walt McGuire, Bob Penning and Herb Nelson, all from NH, Al kept fingers crossed as 100-foot steel microwave tower swayed in gale.

* * *

Temporary power loss in early evening blacked out TV cameras, but Al McGowan's C.L.&P. men got lines fixed just three minutes before scheduled 10:30 show.

* * *

Teamwork of phone and power company men enabled Murrow to keep unbroken record of never having lost remote pickup.

* * *

Now Al's wondering what's in store for him Oct. 28, when rig moves to Marian Anderson's home in Danbury.

P40P
A+Z.

THE SOUTHERN NEW ENGLAND TELEPHONE COMPANY

227 CHURCH STREET
NEW HAVEN 6, CONNECTICUT
MAIN 4-9221

ALLERTON F. BROOKS
PRESIDENT

October 22, 1954

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, New York

Dear Mr. Murrow:

While it is true that lately we have been quite actively engaged in repairing the damage caused by the almost head-on assault of two hurricanes and a sideswipe from a third, we are never so busy that we cannot value an understanding and appreciative letter such as you wrote, concerning the difficulties encountered during hurricane "Hazel" in endeavoring to establish sound and picture channels from Miss Martha Raye's home near Westport.

I knew at the time that our engineers were working to establish and maintain this connection and all of us were as anxious as you and your colleagues must have been, to have the contact established in time and not broken.

I need not tell you that it will give me a great deal of satisfaction to pass on your kind praise to all those who were concerned.

Sincerely yours,

Al F. Brooks

3+A

NEW YORK TELEPHONE COMPANY

140 WEST STREET, NEW YORK 7, N.Y.

KEITH S. McHUGH
PRESIDENT

EXCHANGE 4-4600

October 21, 1954

Dear Mr. Murrow,

Many thanks for your good letter of October 20th. You were a thoughtful fellow to take the time to write me as you did.

Our people tell me that they were faced with a bit of a problem last Friday night when Hurricane Hazel made her unwelcome visit. Cooperating with the Southern New England Telephone Company, however, it was possible to reroute the program through Long Island, and everyone was pleased that the outcome was so satisfactory to you and to your vast television audience.

I know that all our folks who were involved in the job would appreciate knowing of your feelings toward their work, and I will make sure that they see your letter.

Thanks again for writing.

Sincerely,

Keith S McHugh

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, New York

PLP

October 20, 1954

Dear Mr. McHugh:

Somewhere in your vast organization there is a group of technicians to whom I owe a debt. Last Friday night we were originating a television program from the home of Miss Martha Raye near Westport when Hurricane Hazel intervened. We gave up hope of getting a signal out at all, but somehow just a few minutes before that portion of the program was scheduled to go on we had both sight and sound with perfect clarity. I don't know how it was done, but I do know that I am grateful and I wanted to say so.

Sincerely yours,

Mr. Keith S. McHugh
President
New York Telephone Company
140 West Street
New York, New York

rh

October 20, 1954

Dear Mr. Brooks:

Even at the risk of overburdening your correspondence, I cannot refrain from sending you this brief note. Last Friday night we were originating a television program, PERSON TO PERSON, from the home of Miss Martha Raye near Westport. It was a difficult technical operation and Hurricane Hazel intervened. When the first part of the program went on the air we still had neither sound nor picture from Miss Raye's residence. My colleagues tell me that some of your engineers and technicians (unfortunately, I do not know their names) wrought major miracles; and at the appropriate time, both sound and picture came through beautifully.

It seems to me that in all fields of communications the technicians do not receive their due credit and I wanted to take this opportunity to say, through you, my thanks to the men of your company who managed somehow to get us out of Westport. Our own technicians were still singing the praise of your men even after the weekend.

Sincerely yours,

Mr. Allerton F. Brooks
President
Southern New England Telephone Company
New Haven, Connecticut

rh

Re RAYE

Re Westport Telephone Co. Installation.....

Letter should go to

Allerton F. Brooks
President
Southern New England Telephone Co.
New Haven, Conn.

The signal was relayed to the Plainview tower on L.I. and then into the Empire State Building.. This part of the operation would be covered by a letter to

Keith S. McHugh
President
New York Telephone Company
140 West Street
New York City...

(I believe that Mr. Murrow sent a note to Mr. McHugh once before)

Bob Sammon

P & P

CBS TELEVISION

Office Communication

to:

from:

CONFERENCE CALL

Chicago Sun Times - Lucia Carter

Buffalo News - Ray Finch

San Francisco Examiner - Dwight Newton

Cheyenne Wyoming Tribune - Kirk Knox

Bill Shaw Jean Marie

50

CBS TELEVISION

Office Communication

to: Marge Maginnis

from: Michael J. Foster

cc: Edward R. Murrow
John Aaron
Jesse Zousmer
Art Settel

October 5, 1954

As per our conversation please set up with the telephone company the following conference call, for 5 PM New York time tomorrow, Wednesday, October 6:

Edward R. Murrow.....Extension 7494

John Aaron.....Extension 7560

Jesse Zousmer.....Extension 414

Michael Foster on Art Settel's new number....Extension 7855

Dwight Newton-San Francisco Examiner.....Sutter 1-2424

Kirk Knox-Cheyenne Wyoming Tribune..... 44455 Extension 37

Lucia Carter-Chicago Sun-Times

Ray Finch-Buffalo Evening News.....Mohawk 4444

MJF

Person to Person

CBS TELEVISION

Office Communication

to: Mr. Murrow

from: Mr. Grossman

cc: Mr. Zousmer
Mr. Chamberlain
Mr. Thompson
Mr. Wilson
Mr. Sather

No Ans.

September 29, 1954

The two new receivers for wireless mike operation on the PERSON TO PERSON show are scheduled for delivery on October 15 per Engineering Department advice. The Engineering Department expects to have the diversity system in operation for these receivers by November 15.

Starting approximately November 13 Technical Operations will be able to provide a spare matting amplifier at Grand Central on Fridays for the show.

When the above three items are delivered this will complete the entire list of equipment since all other items have previously been delivered.

Messrs. Zousmer and Sammon have this story as they attended a meeting with us last Monday afternoon at which time it was discussed in detail.

HG:w

50

P&P

CBS TELEVISION

Office Communication

to: Messrs. Aaron and Zousmer

from: Mr. Murrow

August 5, 1954

Prime Minister of Pakistan, Mohammed Ali speaks excellent English. Due to reach Washington October 7th, will be in New York the week of October 11th; and we can do him from Pakistan House here in New York which is a pretty colorful place. Will one of you please advise Lauri Shaffi about the date.

E.R.M.

rh

565

CONSULATE GENERAL OF PAKISTAN
PAKISTAN HOUSE
12 EAST 65TH STREET
NEW YORK 21, N.Y.

Confidential

Prime Minister Mohammed Ali shared beach Washington October 7. He shared be in New York week of October 11th 1954.

What day of the week will the program be on this year?

[illegible] 2/8/54

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

W. P. MARSHALL, PRESIDENT

FX-1201

SYMBOLS

DL=Day Letter

NL=Night Letter

LT=Int'l Letter Telegram

VLT=Int'l Victory Ltr.

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

1 .OA463 WR JUL 17 PM 6 30

O.BHA193 NL PD=FAX BEVERLY HILLS CALIF 17=

JOHN AARON, COLUMBIA BROADCASTING SYSTEM=

485 MADISON AVE NYK=

GARY COOPER LEAVING NEW YORK APPROXIMATELY TEN DAYS.

UNDERSTAND HE HAS NOT YET HEARD FROM YOU OR MURROW.

WOULD APPRECIATE HEARING FROM YOU. KINDEST REGARDS=

=ARTHUR JACOBS=..

360 North Bedford Drive

Sherry Netherlands

EL5-2800

try him Friday

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

JULY 26, 1954

ARTHUR JACOBS
360 NORTH BEDFORD DRIVE
BEVERLY HILLS, CALIFORNIA

REPLYING YOUR WIRE MR. ARRON'S ABSENCE ON VACATION WE DID TRY GARY COOPER FORLUNCH LAST WEEK BUT HE UNABLE MAKE IT. WILL TRY AGAIN THIS WEEK WHEN MR. MURROW IN AGAIN.

D.MCDONOUGH
SECRETARY MURROW

262-550-32

Person to Person

June 3, 1954

Dear Mr. Sembower:

Very many thanks for your kind letter of May 24th and for your interesting suggestion. However, I regret to have to tell you that neither I nor the producers of PERSON TO PERSON feel that your idea would fit well into that program. The whole idea is to visit and talk with people who are alive today, and we feel that it would be somewhat confusing to our audience if we attempted to inject an historical note into the program every once in a while. Thank you for your interest.

Sincerely yours,

Mr. John F. Sembower
105 South La Salle Street
Chicago 3, Illinois

rh

TELEPHONE CENTRAL 6-1431

JOHN F. SEMBOWER
105 SOUTH LA SALLE STREET
CHICAGO 3, ILLINOIS

May 24, 1954

Mr. Edward R. Murrow
News Director
Columbia Broacasting System
New York, N. Y.

Dear Mr. Murrow:

Your excellent PERSON TO PERSON series has suggested to me an adaptation which I would like to propose to you. I wonder if the same general format you now employ so effectively might not be used for "interviews" with such celebrated figures as George Washington at Mount Vernon, Thomas Jefferson at Monticello, Andrew Jackson at the Hermitage, Abraham Lincoln at Springfield, and so on.

The idea of interviewing present-day celebrities in their own habitats is one of the happiest inspirations for a way to introduce them to the public in an appealing and illuminating manner. The personal possessions one treasures and the kind of home he builds up about himself are perhaps the very best keys to the person himself. Just as people prominent in the news today "come alive" on your program, so would great leaders of any period.

Along with this general suggestion, however, are some provisos which I believe would be necessary to the success of such a series:

- It should not be a separate series, but should be integrated with your present program. Otherwise, if it stood alone, it might be too historical in its approach. On the other hand, a combination of the present and the past would afford some common denominators of its own that would leaven both presentations.

- Extreme care should be exercised to keep the portrayal of the historical figure on the same informal, personal plane that your present guests are. Well cast professional actors should play the roles, but they should fully reflect the "temperance" that Hamlet asked of the players "that may give it smoothness." Any temptation to get these persons of the past to comment on current happenings, or to give loaded or barbed quotations, must be eschewed. Your present format would be perfect, it seems to me, and as you interviewed them about their possessions, interests, and activities I believe a new meaning of the roles they played would come across to the viewers with great impact.

If this suggestion impresses you as having any possibilities, I would be delighted to prepare, without any obligation whatsoever of course, a suggested script on, say, Washington at Mount Vernon or Lincoln at Springfield. I know these locales quite well.

I probably should say a little something about myself perhaps by way of giving some qualifications I may have for such an ambitious undertaking. I am a professorial lecturer at Northwestern University in business law, and also practice law. But my undergraduate degree was in history and journalism, and I still write newsfeatures regularly for the North American Newspaper Alliance and the King Features Syndicate. I am not awfully experienced at TV writing, but I have been a close student of your format, which I admire greatly. Would you be good enough to give me your reactions to this suggestion?

Very sincerely yours,

John F. Sembower

JOHN F. SEMBOWER

JFS:jn

P&P

CBS RADIO

Office Communication

to: Messrs: Murrow, Aaron, Zousmer

May 20, 1954

from: Jack Beck

Gentlemen, all:

Thanks for the beautifully encased study of the upright tower of Pinza; it makes for a good conversation piece on the office wall.

FYI: Charlie Glett tells me that Ackerman tells him that PTP has approached Sharman Douglas about a job with the show next fall which would involve her to the exclusion of her other duties "about one day a week."

I told Glett what I knew of the original talk with Sharman and of my subsequent conversation with her at your direction. Unless you have had subsequent conversations with her I would surmise this is the result of Sharman getting her hopes up.

As ever, Jack

5/21

Mr. M.:
She returns from Europe June 11.
Ann'd.

F302

P to P

May 11, 1954

Dear Mr. Kenen:

Very many thanks for your nice letter and kind comments of April 19th. I am interested in what you have to say about the eight young Americans who will attend the World Assembly of Youth to be held in Singapore next August. I do not know whether it will be possible to arrange to present these young people on PERSON TO PERSON because our programs are lined up pretty far in advance and we seem to be fully booked until the end of the current season. However, I shall discuss this with the co-producers of the program at the earliest possible moment, and if we can do anything about it we will let you know.

Sincerely yours,

Mr. Peter B. Kenen
Public Relations Officer
Young Adult Council
508 West 114 Street
New York 25, New York

rh

K.C.

508 West 114th Street
New York 25, New York

April 19, 1954

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

I am not sure that you will remember meeting me this last year at United Nations but, if it will help you place me, I was introduced to you by Mr. V. K. Krishna Menon of India as the correspondent for the Intercollegiate Broadcasting System at United Nations.

At this moment, however, I am engaged in another project for which I should like to enlist your help. This summer, eight young Americans, students and working people, will travel to Singapore to represent the United States at the Second General Assembly of the World Assembly of Youth. WAY, as you probably know, was established in the late 1940's as a non-Communist answer to the World Federation of Democratic Youth and held its first General Assembly at Cornell University in the summer of 1951.

The forthcoming meeting, scheduled to last through most of August, will be the most important WAY session to date and should be one of the most important international youth gatherings since World War Two.

While I am not among the fortunate eight and shall not be traveling with them through Asia and to Singapore, I am the public relations officer of the Young Adult Council, youth affiliate of the National Social Welfare Assembly, coordinating group for the major young adult organizations in the United States, and U.S. representative in the World Assembly of Youth.

In that capacity I have been trying to publicize both the preparations of the United States Delegation to WAY and the World Assembly itself. And believe me, Mr. Murrow, it is a difficult task for there appears to be little interest in youth movements in the United States.

In any case, I am writing to you to ask whether you could help us by presenting the United States Delegation to your television audience. I had in mind, in particular, your "Person to Person" program which would be ideally suited -- from our point of view.

I realize that you have a very heavy schedule and suspect, from my own radio work, that your program is arranged far in advance. But I do hope that you can give the suggestion some thought and, should it seem at all promising to you, that you may allow me to tell you more about it in person.

May I add, sir, my own congratulations to those you have already received on your "McCarthy program". You have already heard from the delegates to the Young Adult Council and from our college radio station directors. But I cannot resist adding my own thanks to you.

In the hope, then, that I shall be hearing from you, I remain

Most respectfully yours,

Peter B. Kenen

Peter B. Kenen
Public Relations Officer,-Young.
Adult Council

PKP

May 6, 1954

Dear Mr. Moree:

Many thanks for your letter and the suggestion about Stephen Galatti. Our PERSON TO PERSON programs for the rest of the season are pretty well set, but I would like to think about the possibility of getting Galatti on at some future time, and shall certainly discuss the suggestion with the co-producers of the program.

Sincerely yours,

Mr. E. A. Moree
Suite 201
627 Dorchester Street West
Montreal 2, Canada

rh

SUITE 201
627 DORCHESTER STREET WEST
MONTREAL 2

April 26,1954.

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, N.Y.

Dear Ed:

Viewing your program "Person to Person" and meeting the following day with Stephen Galatti, head of the American Field Service organization, it occurred to me that you might like the suggestion of giving Galatti and his work about the same treatment you gave to the creator of Howdy Doody.

Galatti is doing one of the most significant jobs in the field of long-range international relations that I know of. For instance, for the forthcoming school year Galatti's organization will place in high schools and preparatory schools throughout the United States, not less than 400 junior or senior pupils from schools in Germany, France, England, Greece and other countries of Europe. The State Department has, up to this year, made a grant of $100,000 to assist in this work, allocating the expenditure to Germany. This grant has been reduced this year to $50,000, Mr.Galatti tells me.

This indoctrination is a two-way street. The communities which place foreign pupils in their schools for a year have the privilege of nominating local pupils for 6 to 8 week tours in the home town of the pupil they are entertaining in the U.S.

These 'teen-agers live in a family in the town which gives them the privilege of a year's schooling. Coupled with this school experience is a 3 week bus trip around the U.S. There are other facets of this which are extremely interesting and I think might be highlighted entertainingly in one of your programs.

Perhaps you might get in touch with Mr. Galatti at the American Field Service Club, 113 E. 30th St., telephone Murray Hill 6-2095. I have not discussed with him the

Mr. Edward R. Murrow Apr. 26, 1954.

propriety of making this suggestion to you, but I am sending him a copy of this letter.

I am sure that you will not consider this an intrusion upon the rather interesting contact I had with you when we were bringing Lord Woolton to the United States for the Waldorf dinner.

By the way, you are doing one hell of a swell job on McCarthy - and more power to you!

Sincerely yours,

E. A. Moree

EAM:sw E.A.Moree

P.S. Galatti, incidentally, is devoting his entire time to this work without compensation.

TRADE NEWS

485 Madison Avenue, New York 22, N.Y.

P to P

May 4, 1954

NOXZEMA CHEMICAL TO ALTERNATE SPONSORSHIP OF "PERSON TO PERSON"

The Noxzema Chemical Company has signed for alternate-week sponsorship of Edward R. Murrow's "Person to Person" series over the CBS Television Network, effective Friday, May 28, William H. Hylan, CBS Television Vice President in Charge of Network Sales, announced today.

Current "Person to Person" sponsors, the American Oil Company (AMOCO) in the East, and the Hamm Brewing Company in the Midwest, will continue their endorsement of the series, alternating with Noxzema's every-other-week schedule (CBS Television, Fridays, 10:30-11:00 PM, EDT).

The program, which made its debut last October, features Murrow's televisits to the homes of the great and the near-great.

Sullivan, Stauffer, Colwell & Bayles, Inc., is the agency for the Noxzema Chemical Company. AMOCO is represented by The Joseph Katz Company, and the Hamm Brewing Company by Campbell-Mithun, Inc.

"Person to Person" is produced by John Aaron and Jesse Zousmer in cooperation with Edward R. Murrow. Directors are Franklin Schaffner, Charles N. Hill and Robert Sammon.

* * *

Prog. Business

CBS TELEVISION

Office Communication

to: Mr. Tom Connolly

from: Merritt H. Coleman

cc: Messrs. Seward
Cassarle
Fagan
Rosen
Peterson
O'Malley

May 4, 1954

Mr Murrow: This seem to be outstraightened. We shall assume you will be absent from radio show for same eight week period.
Jim 5/5/54

For purposes of Mr. Edward R. Murrow's eight week summer vacation "SEE IT NOW" and "PERSON TO PERSON" will be suspended commencing with the first full week in July (i.e., commencing Sunday, July 4, 1954).

"SEE IT NOW" will hiatus after the broadcast scheduled for June 29, 1954. Broadcasting will resume August 31.

"PERSON TO PERSON" will have its last broadcast prior to Mr. Murrow's vacation on July 2, 1954. Broadcasting will resume September 3.

MHC:eh

Mc

P to P

CBS RADIO

Office Communication

to: Messrs. Murrow, Zousmer & Aaron

from: Mr. Seward

April 29, 1954

Subject: Delayed Broadcasts for Person to Person

The sales people tell me it is now critically important that we permit TVR's of Person to Person in the cities which can not be cleared on a live basis. They tell me that from Noxzema's point of view this is imperative and that Amoco considers it highly desirable. The basic points involved might well be summarized as follows:

Broader Coverage

Messrs. Dawson and Connolly report that "at the present time the program is on 27 live stations for Amoco and 10 live stations for Hamm Brewing. We estimate Amoco can use 60 plus markets and Hamm is potentially interested in about 45 markets. Obviously this kind of coverage can mean far greater acceptance and can increase the program's ratings. So many advertisers judge the success of a program on its Nielsen ratings that it is always advantageous to have good ratings, and since Person to Person is already doing so well on a limited network, it is our belief it could gain even greater heights."

Improve the Clearance Picture

Messrs. Dawson and Connolly report: "This point is closely tied in with that of broader coverage, but does stand on its own feet in the following way: 10:30 PM is Station Option time; there are many stations in the country which simply refuse to clear any network in, what they consider, their time. If Person to Person could be made available on a TVR basis, we stand a chance to get what could be better time on a delayed basis than we could get live, and there are areas where 10:30 is a little late. Mind you, Jim, I'm not selling down 10:30 PM, but am trying to show that in some markets, periods of time before 10:30 could be more desirable. If TVR's are good for the advertiser, and the above reasons indicate they are necessary, then we believe they are good for the program."

Possibility of Obtaining Live Clearances by Withholding Consent of TVR's

The television representatives report that their examination of a number of instances yields few instances in which markets were cleared for this reason. The fact is that the stations in the cities which we seek have been making out too well to be susceptible to economic pressure. On the other hand, there is some evidence that stations do attempt to convert TVR's into live programs, although the evidence is not over-whelming.

CBS RADIO

Office Communication

to:

from:

Desirability of Viewer Feeling That Conversation Is Taking Place At Time of Broadcast.

Undoubtedly there is some value in having the viewer know that the discussion he is hearing and seeing is taking place while he is actually looking at his television set, just as the live broadcast of a concert has an intangible value that a broadcast of recordings lacks. On the other hand, however, it is easily possible to overestimate the importance of this point. Permitting the use of TVR's in cities which can not be cleared on a live basis would not eliminate the values derived from the live telecast in the cities in which it is carried live, and would also permit the program to be carried and substantial values derived in numerous other cities.

Relation of Attitude Toward TVR's To Improvement of Network Time Period

It seems to me that the network time period will be improved only throuth the collaborative efforts of substantial advertisers, the Person to Person group and the CTD management. If we have substantial advertisers who will see to it that CTD offers the first good time period which becomes available and if the network advertise is able to use the fact of a substantial network as a part of the argument, we can expect an improvement of the time period reasonably promptly. Getting and holding the substantial advertiser is a condition precedent, however, and I don't believe that it will work the other way.

J.M.S.

692

Person to Person

April 29, 1954

Dear Mr. Bennett:

Very many thanks for your nice letter of April 16th and your kind comments. I and my colleagues on the PERSON TO PERSON staff are indeed happy to receive greetings from our newest sponsor, and should I have an opportunity to visit Salt Lake City I shall certainly remember your kind invitation.

Sincerely yours,

Mr. H. H. Bennett
Executive Vice President
Zions Co-Operative Mercantile Institution
Salt Lake City
Utah

rh

K.C

ZIONS CO-OPERATIVE MERCANTILE INSTITUTION

EXECUTIVE OFFICE

SALT LAKE CITY, UTAH

April 16, 1954

Mr. Edward R. Murrow
C B S - Television
485 Madison Avenue
New York City, N.Y.

Dear Mr. Murrow:

It's a most unusual opportunity which was tendered to us by KSL-TV to sponsor on a local basis an outstanding network show such as your "Person to Person".

Z C M I, which is "America's First Department Store", is happy to present this program to the people within the Salt Lake City viewing area. This is our first excursion into the field of important television presentation, and we are proud to have such an excellent medium to test the pulling power of television as part of the publicity program of a local institution.

If any of your assignments should bring you to this part of the west, we should be honored to have you visit your newest sponsor.

Sincerely,

Z C M I

H H Bennett

H. H. BENNETT
Executive Vice President

HHB:mb

P&P

THE BRITISH BROADCASTING CORPORATION

630 FIFTH AVENUE
NEW YORK 20, N. Y.

WASHINGTON, D. C. NEWS OFFICE
NATIONAL PRESS BUILDING
TELEPHONE EXECUTIVE 3-1465
CABLES: NEWSCASTS, WASHINGTON

NEW YORK OFFICE
TELEPHONE CIRCLE 7-0656
CABLES: BROADCASTS, NEW YORK

March 22, 1954

Mr. John Aaron
Columbia Broadcasting System
485 Madison Avenue
New York, N. Y.

Dear John:

Mr. Cecil Madden has asked me to send the following to Ed Murrow, and I wonder if you would like to pass it on to him.

I look forward to hearing from you about the "Person to Person" kinescopes.

Yours sincerely,

Aubrey Singer,
Television Officer

AS:bgn

Enc:

for Ed Murrow Cecil

More Letters to The Editor . . .

'Person to Person' was truly Personal TV

● While the world is the first to admit that the BBC is the master of TV technicalities, it is quite obvious to the viewing public in this country that they do not make the fullest use of them.

The Coronation, I think, was the only occasion upon which the BBC really showed the way in the field of television presentation, and I think it a great pity. It is all the more credit, therefore—though in a negative sort of way—that they should put on a film which showed all we licence-holders just how TV can be applied.

The film in question was that which illustrated American Ed Murrow's programme *Person to Person,* where TV cameras were used, together with ingenious back-projections, to bring the people he interviewed on to the screen in their natural surroundings, as it were. How much better, how much more imaginative is this skilful application of the television art than the turgid lumps of hesitant chat which pass for interviews on our own TV screens.

Is it that no one thinks of this kind of idea on this side of the Atlantic, or do those to whom such ideas are suggested raise the inevitable wail about cost? But apart from the purely technical angle, it would do a great deal towards brightening interviews if our questioners were to inject some of the leading questions posed by such a quiz-master as Murrow in place of the monotonous platitudes which are a feature of the studio-bound interviews sent out from Lime Grove.

St. Albans, Herts. A. F. Goodyear.

The "ingenious back-projections" were, in fact, the "inlay" system of TV which the BBC uses quite frequently.—EDITOR.

Commentator Peter Dimmock and the "Roving Eye" were the centre of much attraction when TV's brilliant invention went a-roving in Piccadilly last month

The Roving Eye

● What a really excellent idea is TV's new "roving eye" technique which we saw in *Panorama* recently. The idea of the camera being able to travel around London's West End and show us on-the-spot pictures is a perfect sign of the times and of TV development. Now that this technique is available, what about a TV "In Town To-night" programme?

Dorchester, Dorset. Harold Newman.

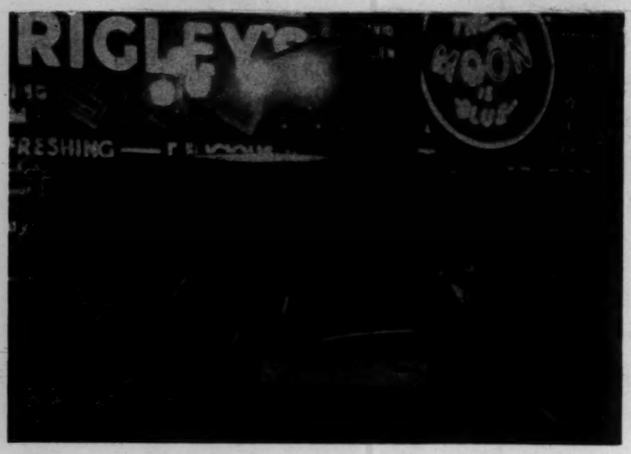
New Slant on Suppressors

● As a regular motorist and an occasional viewer, might I suggest that the present squabbles about suppressors on car engines might be resolved if every owner of a non-suppressed car were given this simple piece of apparatus when he went next to renew his licence, the cost being defrayed from TV licence fees.

I am sure the Government could buy suppressors at something like sixpence each, as against the present cost of about two shillings to the individual.

After all, is there any reason—apart from the fading compulsion of social obligation—why all motorists should go to the expense and trouble of buying and fitting a suppressor, regardless of whether he has a television set or not?

Acton, London. F. D. Hodges.



THE LAST WORD

TV "Sports Report" Wanted

● Surely the BBC realise that, as with radio audiences, Saturday sport is the most important item of the day for viewers. The afternoon TV sport activities—amateur games though they are—have a huge viewing audience. Surely, then, we are entitled to a special programme during the week, such as a sports newsreel?

For many years I have been an ardent listener to radio's "Sports Report," and it is perhaps because I am a comparative newcomer to the viewing ranks that I find it difficult to understand why the football results, etc., are not given on TV. I must add, though, that the sports programmes on TV—especially boxing—are really excellent. If only we could have a little more.

Kingstone, Hereford. Geo. R. Dellow.

You will love the flavour of Ricory—the grand full flavour of fine coffees and chicory skilfully blended. You will find it clean and pleasant to handle, quick and easy to make. And, while you are saving precious pennies, you will always be certain of quality—because Ricory is made by Nestlé's . . .

you must try

Ricory

2/2 4 OZ. TIN

Ricory is a soluble coffee and chicory product composed of coffee and chicory solids, combined and powdered with added dextrose, maltose and dextrins.

R7

THE NEW COFFEE AND CHICORY DRINK BY NESTLÉ'S

C
O
P
Y

C
O
P
Y

J. WALTER THOMPSON COMPANY

Chicago 11, Illinois

410 N. Michigan Avenue

March 16, 1954

Mr. John T. McHugh
The Joseph Katz Company
488 Madison Avenue
New York 22, New York

Dear John:

Enclosed is a carbon of a letter delivered to CBS February 10 ordering "Person To Person" for the Parker Pen Company. I thought you might be interested in seeing what was written. The letter was written in accordance with formal authorization by the Parker Pen Company following the Board of Directors' meeting Friday, February 5. On Monday, February 8, the client authorized us to go ahead, verbal instructions were given CBS February 9, written authorization reached me, and February 10 the letter was written to Columbia in accordance with their instructions regarding what the letter should state. They were aware of our verbal purchase order February 8.

Just after I finished talking with you at 10:30 your time, Tom Dawson called to say that CBS cannot accept an order for alternate weeks starting in September. He said that he first had to find out from you if Amoco was going to give up the program, if Amoco would hold the program every week until September, waiting for our client, and also if Amoco wanted to give up alternate weeks after September. He implied that as far as he knew, Amoco only wanted alternate sponsorship as of now for a limited period. I told him that I was sure you wanted alternate sponsorship forever and anon, that he should make definite inquiry about this point.

I am sorry that I cannot feel as confident as you that everybody has all the cards on top of the table away down East there in New York. However, as long as we two, at least, can talk over the telephone, I am certain that we can make sure that each knows what the other agency is trying to do.

I still don't understand how it can be that you put in calls for me which were not returned or reported to me. I am very sorry if the error was made on this end.

J. WALTER THOMPSON COMPANY

I have to be the eternal optimist in my end of the advertising business. Therefore, I continue to hope that something will work out satisfactorily so that Amoco will share with us this very good program.

All the best of good wishes to you and Bob Swan.

Sincerely yours,

/s/ Peter

Peter A. Cavallo, Jr.

P&P

THE BRITISH BROADCASTING CORPORATION

630 FIFTH AVENUE
NEW YORK 20, N. Y.

WASHINGTON, D. C. NEWS OFFICE
NATIONAL PRESS BUILDING
TELEPHONE EXECUTIVE 3-1465
CABLES: NEWSCASTS, WASHINGTON

NEW YORK OFFICE
TELEPHONE CIRCLE 7-0656
CABLES: BROADCASTS, NEW YORK

Robert Watt

March 11, 1954

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, N. Y.

Dear Mr. Murrow: PERSON TO PERSON

Mr. Cecil Madden, our Assistant Controller of Television Programmes, after making inquiry through Paul Niven, has asked me to write to you and inquire whether we might be given permission to show "PERSON TO PERSON" as a regular feature on BBC Television. This request is a direct result of our recently showing the edition, which featured the Captain of the Queen Mary.

As you know, this was extremely well received in Britain, and the BBC are only too anxious to have the opportunity of showing more of these programmes. At the moment we are only originating thirty-five hours of programming per week. However, I gather that at least one "PERSON TO PERSON" a month is being considered.

At a recent luncheon with Mr. John Aaron, I understood that you had no objection to our having the use of some of your kinescopes, and in fact you were only awaiting on official letter from us before granting the necessary permission.

I hope this letter fits the bill, and I would welcome an opportunity of discussing the matter further with you or Mr. Aaron.

Lastly may I take this opportunity of thanking you and Mr. Friendly for all your help and kindness in providing us with a kinescope of Tuesday's "SEE IT NOW". I gather that a space is being reserved for it tomorrow night on BBC, and London will provide me with the reactions for you.

Yours sincerely,

Aubrey Singer
Television Officer

AS:bgn

PuP

THE BRITISH BROADCASTING CORPORATION

HEAD OFFICE: BROADCASTING HOUSE, LONDON, W.1

TELEVISION CENTRE: WOOD LANE, LONDON, W.12

TELEPHONE: SHEPHERDS BUSH 8030 TELEGRAMS & CABLES: BROADCASTS, TELEX, LONDON

Reference 35/CM.

22nd February, 1954.

Mr. Ed Murrow,
c/o C.B.S. Television Network,
485 Madison Avenue,
New York 22,
New York, U.S.A.

Dear Ed,

Your "Person to Person" kinescope you sent us had made a great impression here. This is just to thank you and C.B.S. for it. We wish we could have some more of such quality.

All wishes to you.

Sincerely,

Cecil

(Cecil Madden.)
Assistant to
Controller of Television Programmes.

BPB

(T E L E T Y P E)

C
O
P
Y

C
O
P
Y

THIS IS J. WALTER THOMPSON CO. CGO 2-19-54 10-07 CST

TO MESSRS. BOB SWAN AND JOHN MCHUGH

FRM PETER A CAVALLO, JR - JWT CG

SORRY TO REPORT THAT PARKER HAS PROCEEDED WITH PLANS TO CO-SPONSOR "FOUR STAR PLAYHOUSE" WITH SINGER. NOT BEING ABLE TO COLLABORATE WITH U AND AMOCO ON MURROW SERIES IS GREAT DISAPPOINTMENT TO ALL. UNDERSTAND THAT FORD WAS PROMISED FIRST RENEWAL ON ALL MURROW AVLABILITY BY CBS THRU J. WALTER THOMPSON PURCHASE OF MURROW RADIO. PERHAPS THIS EXPLAINS WHY CBS ATTITUDE PROJECTED TO JOHN SAND BERG WAS SO PESSIMISTIC ABT PARKER'S PROSPECTS OF CLEARING STATIONS FOR UR SHOW. TKS FOR ALL UR HELP. BEST WISHES FRM ALL

END OR GA

THANK YOU

END 10-10 9

C
O
P
Y

C
O
P
Y

February 10, 1954

Mr. Robert Schroeder
Columbia Broadcasting System
410 North Michigan Avenue
Chicago 11, Illinois

Dear Bob:

The Parker Pen Company has authorized us to place an order for the "Person to Person " program contingent upon the network and consequent coverage which CBS can offer.

Will you please tell us what stations at what costs will be available to us if Amoco agrees to an alternating sponsorship, including those new markets you now know to be available? Please give us the package price of the program.

The Parker Pen Company would like to have clearance on every inter-connected station of the CBS network.

Sincerely yours,

Peter A. Cavallo, Jr.

pjc

Person to Person

CBS TELEVISION

Office Communication

to: H. Cowham

from: E. R. Murrow

February 2, 1954

We seem to be running into constant bad luck or just old-fashioned poor signals on our remotes from Washington.

At the moment we have a tentative plan to go down to Washington on "Person to Person", March 12. Is there anything we can do, say, promise, pay, or threaten to make certain that our Washington signal stands up to the quality of our other remotes?

Maybe you can get together with Aaron and Zousmer and work some of your old-time radio magic.

E.R.M.

nic

565

P to P

Trendex

Ed:

On the Cushing-Dache show these were the ~~ratings~~ TRENDEX:

NATIONAL

P to P 21.1
Fites..... 11.5
Down Go..... 4.8
Share of aud - P to P - 45.5

BOSTON

P to P.....41.6
Fites.....16.9
Share of aud 71.7

ja

PS: Robinson says if Boston were in our national rating rather than one shot the national rating would have been 4 points higher

WU017 PD DUPLICATE

Person to Person

WUX PITTSBURGH PENN NOV 20 1137AME

KKX

EDWARD R MURROW,COLUMBIA BROADCASTING SYSTEM INC

DEAR ED' I DEEPLY REGRET I AM UNABLE TO ADJUST MY DECEMBER SCHEDULE SO THAT I COULD HAVE THE PLEASURE OF JOINING YOU ON TELEVISION FIRM COMMITMENTS OF LONG STANDING MAKE IT IMPOSSIBLE. WARM REGARDS

BEN FAIRLESS

1244P..

RECEIVED
1953 NOV 20 PM 2:02
C.B.S. TRAFFIC DEPT. N.Y.

P to P

CBS TELEVISION

Office Communication

to: Orville Sather

from: Ed Murrow

November 11, 1953

It is my inclination, and indeed my duty, to tell you that your "remote crew chiefs" Cheeseman and Grenier have been doing an excellent job on the remote pick-ups on PERSON TO PERSON. I base this comment on evidence rather more conclusive than would be provided by my own observation; I have had eloquent comments from the persons whose homes have been invaded, speaking of the courtesy and consideration of your crews and also their obvious interest in the program and the personalities involved.

This is merely to say my thanks and, more importantly, to relay the universally favorable comments I have had from those who have opened their homes to us.

E.R.M.

dm

565

Person to Pe

November 5, 1953

Dear Ken:

Many thanks for your nice letter about PERSON TO PERSON. Thanks also for your suggestions of Peter Hunt and Dr. Norman Vincent Peale. I don't quite see at this point when we might get around to them since we already have our programs scheduled for many weeks ahead. If we decide to approach them, I will let you know.

Best regards.

Sincerely yours,

Mr. Kenneth S. Giniger
Vice President and
General Manager
Hawthorn Books, Inc.
70 Fifth Avenue
New York 11, New York

rh

HAWTHORN BOOKS INC. PUBLISHERS
70 FIFTH AVENUE · NEW YORK CITY 11 · OREGON 5-2019

K.C

October 28, 1953

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York 22, New York

Dear Ed:

I have been watching your new show with a great deal of interest and want to compliment you on it. I particularly enjoyed last week's Godfrey interview and that with the struggling young actor which followed it.

It occurred to me that I might make two suggestions which you may find of interest. The first would be Peter Hunt, the artist, illustrator and designer, whose houses on Cape Cod, at Orleans and Provincetown, would be wonderful on TV and whose own personality projects quite well. The other would be Dr. Norman Vincent Peale, whose farm at Pawling should be of interest to your audience and whose family is quite photogenic.

Both these men are close personal friends and, if you are interested in them, I would be glad to do anything I can to be of assistance. My interest, incidentally, is not entirely altruistic; I am Peter Hunt's publisher and, before we set up this operation, had been Norman Peale's editor for many years.

With kindest personal regards, I am,

Most sincerely,

K. S. Giniger
Vice President and
General Manager

KSG/mb

Person to Person

October 30, 1953

Dear Mr. Haile:

Very many thanks for your kind letter about SEE IT NOW and PERSON TO PERSON. As you can imagine a great deal of hard work goes into producing these programs, and it pleases all of us enormously to receive encouragement such as yours.

Many thanks for your good wishes.

Sincerely yours,

Mr. Robert G. Haile
245 Hillside Avenue
Williston Park, New York

rh

Give one PP. K.C.?

ROBERT G. HAILE
ATTORNEY-AT-LAW
245 HILLSIDE AVENUE
WILLISTON PARK, N. Y.
GARDEN CITY 7-7589

October 9, 1953

Mr. Edward R. Murrow
TV Station WCBS
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

If you need some further encouragement for continuing your Tuesday night program, "See It Now", and your Friday night program, "Person To Person", here it is.

Both programs were first seen by a friend a few weeks ago and since then word has passed around until you now have ten families in this area tremendously interested. None of these families can suggest any way in which you can better the programs except that they all hope you continue with the variety and coverage which you are presently giving.

They all recognize it is not only a stimulating program but a vital one, helping the American people bridge the gap from neighbor to neighbor within our own country, and from neighbor to neighbor without.

My very best wishes for your continued success.

Very truly yours,

Robert G. Haile

ROBERT G. HAILE

RGH:grk

✓

Person to P.

CBS TELEVISION

Office Communication

to: Mr. Robinson

from: Mr. Murrow

October 23, 1953

As you know, we make considerable play on the air about this program being live, and I feel very strongly that running it on a delayed basis anywhere (as much as I would like to be in Philadelphia) would make us look just plain ridiculous.

E.R.M.

565

CBS TELEVISION

Office Communication

to: Mr. Murrow

from: Hubbell Robinson

Oct. 21st, 1953

I understand that you have felt that it would be inadvisable to use any delayed broadcasts on "Person To Person."

I can certainly understand your feeling against any blanket employment of this practice.

However, in Philadelphia, we have a situation which I am wondering if you might not want to consider. Don Thornburgh is eager to carry the show and he can on a delayed basis on a Sunday afternoon following your Friday night show.

Would there be any value to setting up a policy that repeats cannot be any later than 48 hours following the New York origination?

HR

Schuster, Max

October 22, 1953

Dear Max:

Very many thanks for your nice note about PERSON TO PERSON. I am delighted to hear that you enjoyed the first show. All of us who work on it are finding this program a real pleasure to produce.

I hope we are still managing to keep you home Friday nights!

Best regards.

Sincerely yours,

Mr. M. Lincoln Schuster
Simon and Schuster, Inc.
630 Fifth Avenue
New York 20, New York

rh

THE INNER SANCTUM
OF SIMON AND SCHUSTER
PUBLISHERS · 630 FIFTH AVENUE
ROCKEFELLER CENTER · NEW YORK 20

October 7, 1953

Dear Ed Murrow:

May I pause in the day's occupation to release a twenty-one-gun salvo in honor of your first "Person to Person" show last Friday? You have added a new dimension to that tired old cliché and overworked medium of "mass communication" — and what a vibrant, civilized, humane dimension you made it, both with Campanello and Stokowski!

I'm deeply glad I was home Friday night — and I think I'll make a habit of it!

Yours faithfully,

M Lincoln Schuster

Mr. Edward R. Murrow
580 Park Avenue
New York City

MLS:CD

Person to Person

October 20, 1953

Dear Mr. Neale:

Many thanks for your very nice letter and your kind comments concerning my programs. I, too, am sorry that it is for the present impossible for WCAU to carry PERSON TO PERSON on Friday nights. However, I think their explanation for their inability to do so is perfectly reasonable and I fail to see what they can do at this point to alter the situation.

For my own part, I still feel very strongly that if this program is to be carried at all it should be live, so I have a share in the responsibility with WCAU for your current disappointment. I hope that perhaps we may be able to work out a more satisfactory arrangement in the near future.

Again, many thanks for writing as you did.

Sincerely yours,

Mr. Douglas T. Neale, President
Edwin J. Schoettle Company
533 North Eleventh Street
Philadelphia 23, Pennsylvania

rh

Mr. M
F.Y.I

usual nice letter

Edwin J. Schoettle Company
533 North Eleventh Street
Philadelphia 23, Pa.

DOUGLAS T. NEALE
PRESIDENT

October 9, 1953

Mr. Edward R. Murrow, Vice President
Columbia Broadcasting Company
485 Madison Avenue
New York, N. Y.

Dear Mr. Murrow:

On April 10 I wrote you to try to tell you how much your programs have meant to members of the Neale family over the last few years, and the high regard of everyone of us for you and for the work you're doing continues and increases.

On Sunday, September 27 I happened to see a New York Herald Tribune and read with great interest about your projected new television program scheduled for 10:30 on Friday evenings. We, of course, marked it on our calendar at home and made it a point to be there to see the first broadcast. Much to our dismay, Station WCAU did not carry it. I called to find out why and then wrote a letter to Mr. John McClay, Program Manager of WCAU. A copy of this letter is enclosed.

Mr. McClay's reply of October 7 is very courteous and gives a fair enough reason for their failure to carry your new program. At the same time, it's apparent to me that a large part of your viewing public in the Philadelphia area is seriously disappointed by their inability to secure this new television program, and it would seem to me that if the Philadelphia viewers have to choose between two evils, that of seeing the program a day or two late in reproduced form or of not seeing it at all, they would much prefer the first alternative.

It's apparent that WCAU has suggested carrying this program on Sunday and that your feeling at the moment is that the program must be carried as a "live" show. I can understand your feeling about the matter but, at the same time, those of us in this area are really on the horns of a dilemma, and we just don't like to miss any Edward R. Murrow program.

I hope sooner or later WCAU will be able to rearrange their schedule so that they can carry your new show when it is presented elsewhere but, in the meantime, I'm sure many of us in this area would be most grateful if you would make it possible for them to carry it, for example, on Sunday as a rebroadcast.

My sincere good wishes to you for your continued success in bringing thoughtful and worthwhile programs to the many people who have come to have great confidence in you.

Sincerely yours,

DTN/kz

COPY

WCAU Television

October 7, 1953

Mr. Douglas T. Neale
President
Edwin J. Schoettle Company
533 North 11th Street
Philadelphia 23, Pa.

Dear Mr. Neale:

Replying to your letter of October 5, I am going to undertake an explanation of the rather complex circumstances which currently prevent our carrying "Person to Person".

Let me say first of all that we are quite as anxious to carry Mr. Murrow's program as you are to see it - and this is not merely lip service. Ed Murrow has been a good friend and associate of many of us here for many years, and we share your admiration for his competence and showmanship.

As you undoubtedly know, Mr. Murrow does another television program "See It Now". The program used to be heard on Sunday evenings and was switched to Tuesday at 10:30 PM. In order to continue to carry this program, we moved our local 10:30 - 11 PM Tuesday show to Friday night at 10:30. The sponsor strenuously objected to this, pointing out that he had contracted for the time in good faith, and that it was unfair to jeopardize his audience by such an arbitrary move. However, we insisted - and let me repeat, we moved this client to 10:30 PM Friday night - a time which was then completely open.

Shortly thereafter, we were advised of Mr. Murrow's "Person to Person" show and that it would be at 10:30 Friday night.

It is one thing to feel a responsibility to the audience which prompts us to schedule a program like "Person to Person" rather than a program like "Death Valley Days" at 10:30 PM Fridays. It is quite another thing, however - having already moved a sponsor against his will - to insist that he move again, and for the same Mr. Murrow who caused him to move once before.

Ours is a business organization, Mr. Neale, as is yours. Should you contract with one of your clients to deliver products to him on a given schedule, I doubt if you would - not once, but twice - refuse him delivery in order to accommodate a customer of whom you were personally fond. Should you do so, you might soon be without customers.

In the above statement, I do not mean to carp, nor to take issue with your right to criticize our program practices. I am simply trying to relate to your business the problems which occur in ours. Secondly, I do not mean to imply that television broadcasting is entirely a business - in the sense that yours is. We incur serious responsibility in the public interest which we must exercise. WCAU-TV's record in that regard is so sound that I do not hesitate to refer to it.

Since notification about the "Person to Person" progrm - a matter of many weeks - we have attempted to get Mr. Murrow's agreement to our telecasting his program at another time. To date we have not been successful. Mr. Murrow feels strongly that his program should be carried "live" or not at all. We don't agree. Rather we feel that the time we can offer late Sunday afternoon might be even better in that children as well as adults could see this program; further, we feel that bringing the program to Philadelphia at any reasonable time is preferable to not bringing it at all. We shall continue to try to solve the problem and hope that "Person to Person" will soon be seen over our facilities in Philadelphia.

Perhaps in this letter (copies of which I am sending to several other persons who wrote concerning "Person to Person"), I have failed to convince you of the reasonableness of our position. However, I hope you will agree that we have not resorted to subterfuge nor avoided a frank explanation of our problem.

I appreciated your letter, as well as the several others which reached me, and I should be very happy to hear from you whenever you care to comment on our operations.

Cordially,

Signed John L. McClay
Assistant Manager
WCAU-TV

COPY

October 5, 1953

Mr. John McClay, Program Manager
Station WCAU
City Line at Monument Avenue
Cynwyd, Pa.

Dear Mr. McClay:

The enclosed announcement was in the New York paper on Sunday, September 27 and I cut it out with much interest because we never knowingly miss any of Mr. Murrow's programs and, of course, I think he is considered by most people to be the star salesman of the entire Columbia Broadcasting System. His nightly radio program and his very excellent television program on Sundays "See it Now" have been musts in our family for a long time.

Needless to say, we tuned in at 10:30 last Friday night in an effort to see the first of his new series of television programs. I was so astonished to find it missing from Channel 10 that I called your station immediately and was informed that you had no plans for carrying this new program in Philadelphia. Apparently, there is some conflict with another sponsor.

I can't imagine that any other program could be considered of equal importance and judging from what your phone operator told me about the number of complaints she had received in one evening, it would appear that a great many other people feel as I do.

To continue to carry an inferior program when this is available is doing a disservice to your viewing public in Philadelphia, and I sincerely hope that you will make arrangements to turn over the facilities of Channel 10 to Mr. Murrow's

program without further delay. The reasons for doing it seem so obvious that I hesitate to write a longer letter in order to elaborate them, but I would appreciate a report on your proposed plans if you have time to advise me.

Very truly yours,

Signed Douglas T. Neale

Pub- Person to Person

October 15, 1953.

Dear Dave,

Many thanks for your very nice note. I am delighted to hear that you enjoyed the first PERSON TO PERSON show, and hope you will continue to approve as the series progresses. As you should know, I value your good opinion very highly indeed.

The best of good wishes and warm regards to you and Mary Elizabeth.

As ever,

Mr. Davidson Taylor
National Broadcasting Company, Inc.,
R.C.A. Building
Radio City, New York 20, N.Y.

Columbia Broadcasting System, Inc. F. 506

OFFICE COMMUNICATION

To Mr. Murrow

From Mr. Paley

Station

October 8, 1953

Ret'd day
P. to P.

I tried to get you on the phone last Friday night after "Person To Person", but you were out. I thought it went very well, indeed, and that you had the makings of one of the most interesting shows on television. It obviously will improve as you get a better hang of it, but it was damned good for an opener.

I was a little troubled by the device used in giving you a bridge to your interviewees. I think I would prefer the elimination of the window-screen in your room and would bring about the connection by simply stating as you did in some of your "See It Now" interviews that you are going to have a visit through the use of television cameras "now set up and ready" in Mr. Blank's house. On the other hand, it may pay to work further on improving the present mechanism.

I think one of the things that threw me off the use of this device was the stark nature of the setting you were in, although I could see that you had a problem in trying to figure out just what would be right. On the one hand, I suppose you didn't want to be sitting in a control room the way you do on "See It Now"; on the other hand, you didn't want to have a phoney living room atmosphere created for you. Maybe one of the ways of getting over this dilemma is to have you picked up very close, as you are during "See It Now" so that the setting and background become of little importance.

As I said above, though, I think you've got a sure winner in this show and it will be creating a lot of excitement.

"See It Now" last Tuesday was excellent. The piece on India was one of the best things I've seen in a long while.

I do want to see the Nehru piece which was done on the first "See It Now" broadcast of this season. If you can send me the film, I will screen it at home.

2

2

NATIONAL BROADCASTING COMPANY, INC.

A SERVICE OF RADIO CORPORATION OF AMERICA

RCA Building, Radio City, New York 20, N.Y.

CIRCLE 7-8300

October 6, 1953

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York City
New York

Dear Ed:

The first broadcast in your Person To Person series was, in my opinion, superb. This is the direction in which I feel television will go.

Anything good done in this line at one network helps everybody at other networks and other stations to do better.

Bless you and good luck.

Sincerely,

Dave

Davidson Taylor

DT:AM

Ed

Jess: FYI Write

Person to Person

"P TO P" got a plug on the "HONESTLY, CELESTE" show on CBS*TV last nite Sequence was about a gal newspaper reporter who writes a story on apartments which won't permit children and gets famous because of the article..... Among accolades (good word eh?) she gets a telegram asking for an appearance on "P to P"....

Bob S....

Pto P

COLUMBIA RECORDS INC.

A Subsidiary of Columbia Broadcasting System, Inc.

799 SEVENTH AVENUE, NEW YORK 19, NEW YORK • CIRCLE 5-7300

JAMES B. CONKLING
President

Thurs -

Dear Ed -

You are a hero to my wife - (nocum)

As she is a Mormon, she was overly delighted with the job you did on Benson.

Then she told me of your show the other night (I missed it) about N.J. women in politics that she says was one of the greatest pictures of the true "Christmas" that she has ever seen -

Sincerely

L

CLASS OF SERVICE

This is a fullrate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

(48)

W. P. MARSHALL, PRESIDENT

FX-1201

SYMBOLS

DL=Day Letter

NL=Night Letter

LT=Int'l Letter Telegram

VLT=Int'l Victory Ltr.

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

NA151 PD=WUX NEWYORK NY 2 1040A=

1953 OCT 2 AM 10 57

EDWARD R MURROW=

580 PARK AVE=

DEAR ED. ALL GOOD WISHES FOR THE PREMIERE OF PERSON TO PERSON TONIGHT=.

FRANK STANTON=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

PTP

CBS RADIO

Office Communication

to: Mr. Hylan cc: Mr. Murrow

from: Mr. Seward

March 30, 1953

Subsequent to our conversation, I advised Messrs. McHugh and Swan of the Joseph Katz agency that they would be given through the close of business April 10 to decide whether or not they would purchase PERSON TO PERSON. I also advised them, however, that ~~if it became important~~ to the American Oil people to have a couple of additional days, they should telephone us about it.

J.M.S.

JMS:PL

1137

Person to Person

December 13, 1956

Dear Miss Shultz:

Please forgive the delay in answering your wire of November 5th which was received here during my absence in Israel.

I am sorry that it isn't possible for us to do as you suggested and invite Mrs. Rose Halprin to be our guest on PERSON TO PERSON, but the year's programs are pretty well planned at the beginning of the season and our definite commitments are made pretty far ahead.

Thank you for your suggestion and your offer of assistance.

Sincerely yours,

Miss Lillie Shultz
The Kenmore Associates
120 East 56th Street
New York, New York

fc

RECEIVED
1956 NOV -5 PM 7:05
C.B.S. TRAFFIC DEPT. N.Y.

WUA072 PD

KL NEW YORK NY NOV 5 525PME

EDWARD R MURROW

CBS

MAY WE SUGGEST AS GUEST ON YOUR "PERSON TO PERSON" PROGRAM THE ACTING CHAIRMAN OF THE JEWISH AGENCY IN AMERICA MRS ROSE HALPRIN STOP AS YOU KNOW AGENCY IS THE PRINCIPAL ORGANIZATION OF WORLD JEWERY FOR ASSISTANCE TO ISRAEL STOP MRS HALPRIN IS AN AMERICAN WHO HAS LIVED MANY YEARS IN ISRAEL STOP INTERVIEW WOULD BE OPPORTUNITY TO PRESENT A PRESENTABLE WOMAN IN ONE OF THE MOST IMPORTANT ORGANIZATIONAL JOBS IN THE WORLD AND ALSO TO SECURE A REFLECTION OF A REPRESENTATIVE SPOKESMAN OF THE AMERICAN JEWISH COMMUNITY ON CRITICAL MIDDLE EAST ISSUES STOP IF THIS IDEA HAS APPEAL WOULD BE GLAD TO RENDER ALL POSSIBLE ASSISTANCE IN MAKING ARRANGEMENTS

THE KENMORE ASSOCIATES LILLIE SHULTZ PLAZA

3-1872 120 EAST 56TH STREET NEWYORKCITY

632P..

Lewis, Jerry
P-P

December 5, 1956

Dear Jerry:

I write belatedly to say you my thanks for sitting in for me on PERSON TO PERSON while I was in Israel. The reaction to your substitution was altogether favorable; one more such instance and you will have to work every week while I retire to the farm. Johnny, Jesse, and everyone involved in the actual production thought you were not only easier to work with but more gracious and generous than I am -- also funnier.

I am truly in your debt for undertaking the chore, and the mail indicates that a lot of other people are too.

As ever yours,

Mr. Jerry Lewis
1048 N. Amalfi Drive
Pacific Palisades, California

rh

Lewis, Jerry

Jerry Lewis
PACIFIC PALISADES
CALIFORNIA

December 21, 1956

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, New York

Dear Ed:

I write belatedly, too, to thank you for your very nice letter of December 5, and to express my appreciation to you, Jesse, Johnny, and the crew for that memorable night on PERSON TO PERSON. Every possible courtesy was extended to me, and it certainly was my pleasure to be on the show.

I am looking forward to seeing you when I return to New York the 10th of January.

Always,

Jerry

Jerry

JL/jt

And a real big thank you for the book! I shall always cherish

everybody's

DIRECTORS:
HAROLD W. SNOAD
MISS JESSIE SMITH
WILFRED A. HAWKES
GORDON DAVIES

EVERYBODY'S PUBLICATIONS LTD.
TELEGRAMS: EVERYBODY'S, FLEET, LONDON.
TELEPHONE: FLEET STREET 7521.
114, fleet street,
london, e.c.4.

24th October, 1956.

OCT 27 1956

My dear Ed,

It has suddenly hit me again like a thunder-clap that the B.B.C. turned down your interview with the Windsors.

I am told the interview is in script, and available.

Please will you air-mail me a copy; and, if I want to buy it to publish in EVERYBODY'S, what will it cost me?

All the boys in the Savile Club join with me, I am sure, in saying: How are you? Good luck, and we hope to see you soon.

All the best,

Norman Ewart

E. R. Murrow, Esq.,
485 Madison Avenue,
NEW YORK,
U.S.A.

Ewart of Savile Club?

P to P.

CBS RADIO

Office Communication

to: Mr. Murrow

from: Mr. Seward

October 19, 1956

Apparently the Ampex recording equipment which will make high-quality video tapes of PERSON TO PERSON will not be available until late November at the earliest. Accordingly I am holding up the consent letters which we discussed a week or so ago.

Jim

J.M.S.

693

CBS TELEVISION

Office Communication

to: James Seward cc: E. R. Murrow,
Paul Rosen

from: Jesse Zousmer

October 16, 1956

One of us seems to have made a mistake in the budget allowance for Miss Cammarota. Having fought a number of battles through the financial jungle in these parts, Mr. Aaron and I have decided to make the figure right, out of our own pockets.

J. Z.

Columbia Broadcasting System, Inc. P to P F. 502

OFFICE COMMUNICATION

To

From Mr. Zousser

Station Mr. Murrow

October 10, 1956

I'm against it too. Unless you and Johnny have strong feelings, let's duck it.

E.R.M.

rh

Story on Murrow family for Colliers

October 1, 1956

Dear General Laury:

Each week I perpetrate a television program with the title of PERSON TO PERSON. It is an informal interview from the "victim's" home. We have visited such people as General Maxwell Taylor and General Shepherd when he was Commandant of the Marine Corps. This is merely to say that when you next come to the States it would give me great pleasure to chat with you about NATO and related subjects.

I was very much disappointed to miss you by only a few hours in Tripoli last spring.

If you are disposed to consider this invitation and ask one of your aides to make me a signal before your next visit, we can arrange matters with minimum inconvenience.

As ever yours,

General Lauris Norstad
SHAPE
Paris, France

rh
cc: Mr. Aaron

September 27, 1956

Dear Mr. Logan:

Thank you for your gracious letter and particularly for your comments about Mr. Welch. I, too, felt that it would have been useful and interesting to prolong the conversation with him indefinitely.

I cherish the hope that one day you and Mrs. Logan will permit us to come and visit you with our electronic gadgets.

Sincerely yours,

Mr. Joshua Logan
435 East 52 Street
New York 22, New York

rh

JOSHUA LOGAN

Long Ridge Road
Conn.
14 Sept 1956

Dear Mr Murrow:

My wife and I had such a delightful experience last night watching your person to person visits with Frank Sinatra and especially Mr Welsh that I felt I had to write and thank you. It was such a intimate interview on both sides that I was

JOSHUA LOGAN

quite transported & wanted to last on and on.

We are all grateful to you for bring such fine experiences to us -

With best wishes & the hope that you will continue your career for a long time I remain

Yours sincerely

Joshua Logan

P to P

HEADQUARTERS FIRST ARMY
GOVERNORS ISLAND, NEW YORK 4, NEW YORK
OFFICE OF THE PUBLIC INFORMATION OFFICER

3 August 1956

Mr. Edward R. Murrow
"Person to Person"
CBS-TV
485 Madison Avenue
New York, N. Y.

Dear Ed:

Here is a suggestion for your "Person to Person" program.

The subject is a Reserve Forces Act trainee. Although we have no one specifically in mind at this writing, we would attempt to find an Olympic prospect, a ballplayer, or a show business "name" for added billboard value.

This is how we visualize the presentation. On your screen is an aerial film showing the terrain of the Fort Dix reservation. Your introduction would be something along the lines of "Olympic discus hopeful, Joe Green, lives on this ten thousand acre tract in New Jersey. Joe calls this land Fort Dix and Fort Dix calls Joe, 'Private Green'".

The scene changes. Green, well turned out, is seated comfortably in a chair or on a cot in his squad room. After answering questions on his new life in the Army, Green introduces the remainder of his "family", which is to say his squad and the sergeant. The sergeant or an officer gives the Army point of view toward RFA. Joe takes us on a "tour" as the cameras visit the day room with its facilities and the kitchen for a look around and a word with one of the cooks who explains the mess point of view toward feeding the young trainees.

Now a question from you on how Joe's parents feel about his participation in RFA training. Joe replies with the suggestion that you ask his mother directly. Mrs. Green is waiting in the reception room of the Post Guest House, which is provided by the Army for the accommodation of visiting relatives.

The Reserve Forces Act -- which is intended to strengthen the reserve components, allows a man, 17 to 18½, to discharge his

military obligation by joining the Army Reserve or National Guard for eight years of which only six months is on full active duty. It is often misunderstood by the public. A presentation such as the one outlined above would do much to clarify the Act for the public and at the same time provide interesting entertainment, we feel.

Please be assured of complete cooperation on the part of the Army to make this presentation as effective as possible.

Cordially,

Ed Brown

EDWARD D. BROWN, JR.
Captain, Artillery
Radio-TV Division

P to P

CBS TELEVISION

Office Communication

to: Mr. Seward cc: Messrs. Murrow, Sumner, Thompson

from: Mr. Chamberlain

July 23, 1956

Thanks for calling our attention to the Wall Street Journal article on a new high sensitivity RCA image-orthicon camera tube.

We've been watching this development for some time although this tube shows little or no promise for broadcast use. It's too noisy. Extensive engineering tests by RCA, Camden engineers indicate negative results for broadcast application. It is an excellent tube for certain industrial and medical applications.

However, arrangements are being made to get a sample tube which we'll carefully test to determine its usability for Person-to-Person and similar programs.

Don't expect too much. If it can be used satisfactorily with reduced studio lighting, we'll adopt it promptly.

Please continue to spot-light new technical equipment or techniques that come to your attention. It serves as a double-check and focuses attention on items of above average interest, items needed for more efficient program production.

DA.

Pto P.

CBS TELEVISION

Office Communication

to: Henry Grossman cc: Ira DeLumen
E.R. Murrow

from: Jesse Zousmer

July 6, 1956

I'm aware of the fact that labor-management contracts cannot be changed overnight, but I call your attention to this fact which may affect further negotiations: during the past year on PERSON TO PERSON we found costs averaging $2,000 more when a New York remote crew was assigned to a Boston area remote. For example - when the WNAC crews did the Admiral Byrd and Vannevar Bush remotes the cost ranged from 27 to $2800. When the New York crews did the Marciano remote, in the same general area, the cost was $4,600. You will recognize that this is quite a budget item for us.

I just thought you should know. I have the detailed figures if you are interested.

J.Z.

565

Pres & Bus.

COLUMBIA BROADCASTING SYSTEM

Office Communication

to: Jesse Zousmer

from: Edward R. Murrow

February 25, 1958

I suggest we put in writing the facts of life plus our forward commitments on the coast and send it to the appropriate authorities.

fc

E.R.M.

CBS TELEVISION

Office Communication

to: E.R. Murrow

from: J. Zousmer

February 18, 1958

FYI - within the next week or so because of a re-routing of network line feeds to the coast PERSON TO PERSON charges will go up by some fantastic percentage.

We asked the money boys about this and were told there is nothing we can do -- nothing they can do -- that we will just have to absorb the charges (which our best sources indicate will be something like $1800 per west coast show).

It was also suggested by the budget boys that we could cut costs by going to the coast less often.

Inasmuch as this will add an estimated $10,000 to our 42-week budget we will have obvious difficulties keeping within the budget.

Just thought you ought to know in advance.

J. Z.

30

Bus. P.P.

CBS TELEVISION

Office Communication

to: David Klinger cc: E.R. Murrow, P. Rosen

from: Jesse Zousmer

March 10, 1958

In reference to my February 13 note on additional costs that will accrue to PERSON TO PERSON because of the re-routing of line feeds to the West Coast:

My best estimate now is that each time we go to the West Coast it will mean roughly $900 over our previously planned costs for this season.

Inasmuch as we are now committed for six additional visits, are tentatively planning two more, and inasmuch as my information is that this $900 will decrease for originations west of Chicago but east of the coast -- this could mean an additional budgeting cost for the season of between 8 and 10 thousand dollars.

I understand some of the problems the re-routing has brought to your desk.

I just wanted this on the record.

J. Z.

nic

P. to P.

✓

dpl
5 July 1956
A7-2/2 & P15-2/2

Mr. Herman A. Feldmann
Manager - Public Relations
Maryland Shipbuilding & Drydock Company
P. O. Box 597
Baltimore 3, Maryland

Dear Mr. Feldmann:

Thank you very much for taking the time and effort to let us know how much you enjoyed the appearance of Coast Guard Seaman Richard Moreland and his family on the Edward R. Murrow Program, "Person to Person", June 29.

I am sending a copy of your letter to Mr. Murrow, Coast Guard Headquarters in Washington, D. C. and SN Moreland at Tarrytown Light Station.

Your interest in the Coast Guard is deeply appreciated.

Sincerely yours,

H. C. PERKINS
Rear Admiral, USCG
Commander, Eastern Area and
Commander, Third Coast Guard District

Copy to: (with enclosure)

Mr. Edward R. Murrow ✓
CBS-TV (CPI)
CBS-TV, N.Y.
Tarrytown LIGHTA

Maryland Shipbuilding & Drydock Company
P. O. Box 537 Baltimore 3, Maryland

June 29, 1956

Commandant
United States Coast Guard
3rd Naval District
New York, N. Y.

Sir:

Like many viewers I saw the Ed Murrow show, Person to Person, last Friday night.

I not only enjoyed my visit to the lighthouse, but feel that the interview with your young but very personable representative brought great credit to the Coast Guard.

I thought you would like to know that this opinion was expressed by a number of my friends.

Sincerely yours,

(s) H. A. Feldmann
Ex-Commander, USNR
Herman A. Feldmann
Manager - Public Relations

HAF:bc

COPY

P+P

CBS TELEVISION

Office Communication

to: Mr. Thompson

from: Mr. Murrow

June 28, 1956

As you know, I am a technical moron; but I know enough about what's involved in PERSON TO PERSON to realize that the crew at the Lighthouse last week did a superlative job. I am in their debt, and a lot of viewers are too.

You might like to know that almost without exception after those Friday night shows I get a letter from the guests we have visited speaking in superlatives about the conduct and behavior of the crews. It is one of the most pleasant aspects of working the show.

E.R.M.

rh

565

TO Mr. M.

FROM NiC

6/25

Just to remind you -

thank you note to technical crew that worked the lighthouse remote.

Note should be addressed to Tommy Thompson (Director of Technical Operations)

The Technical Director on remote was Lou Scannapieco.

CBS TELEVISION

A Division of Columbia Broadcasting System, Inc.

485 MADISON AVENUE, NEW YORK 22, NEW YORK · PLAZA 1-2345

June 20, 1956

Mr. Edward R. Murrow
580 Park Avenue
New York, New York

Dear Mr. Murrow:

We refer to the agreement between you and us dated as of September 10, 1947, as amended, and especially to our letter amendment dated May 5, 1955.

This will confirm that the sponsors of the "PERSON TO PERSON" television program series are taking a summer hiatus in the broadcasts thereof immediately following the broadcast of June 29, 1956, and that in accordance with said letter amendment, your summer leave of absence will be concurrent therewith. Resumption of broadcastong is presently scheduled for September 14, 1956.

Very truly yours,

CBS TELEVISION
A division of Columbia
Broadcasting System, Inc.

By

6
22
56

P & P

MEMBER

COSMOS TRAVEL BUREAU, INC.

45 WEST 45TH STREET • NEW YORK 36, N. Y. • TEL. CIRCLE 5-7711

GABRIEL REINER
PRESIDENT

June 16, 1956

CABLE ADDRESS
"COSMOTRAV NEWYORK"

RESERVATIONS
SHIP, PLANE
FOREIGN AND DOMESTIC
CRUISES AND TOURS

CAR PURCHASE
CAR HIRE

INSURANCE
TRAVELERS CHECKS
FOREIGN EXCHANGE

Mr. Ed Murrow
Columbia Broadcasting System
485 Madison Avenue
New York City

Dear Mr. Murrow:

I enjoyed very much last Friday's broadcast with Tex and Jinx who are good friends of mine.

I am arranging Michael McCrary's trip to the Soviet Union and so many friends of yours are clients of ours.

As you know we managed to work out some arrangements with various travel organizations in the Soviet orbit area. We do get some results and we do hope that the trend will continue for greater and greater freedom for all people to move from one country to another.

It would indeed be a great honor if we ever could look after your own trip to the Soviet Union or anywhere else. You can ask Tex and Jinx about us.

With kindest regards,

Sincerely yours,

Gabriel Reiner

AGENTS AND CORRESPONDENTS IN MAJOR CITIES THROUGHOUT THE WORLD.

CBS TELEVISION

Office Communication

to: Mr. Hylan

from: Mr. Murrow

May 25, 1956

Regarding the proposed purchase of PERSON TO PERSON by Time and Life, there will be no change of any kind in the format or time allocation for commercials. We will continue the program and control all aspects of the show including selection of guests. There will be no collaboration with Time and Life on the matter of still pictures inside the homes of our guests. We will, obviously, not commit ourselves to tie-in or relate our guests with personalities who may be appearing in Life Magazine. The commercials will originate from a studio other than "42".

In short, we propose to control and operate the show as we have in the past and to give the same degree of cooperation we have given our sponsors in the past. The fact that Time and Life would be a potential sponsor should not entitle them to any preferred privileges or publicity before, during, or after the show.

E.R.M.

sh

565

P to P

CBS TELEVISION

Office Communication

to: Ed

from: Jesse

May 23, 1956

Johnny and I talked with Frank Schaffner. He's delighted that we want to keep him on; is grateful for our efforts in his behalf and would consider the raise we talked about very ample.

He also assures us that under his present plans he contemplates no "conflicts" with other shows he may be doing.

50

P to P

CBS TELEVISION

Office Communication

to: Ed

from: Jesse

May 23, 1956

Hearing no dissent we have granted duPont permission to do a take-off on PERSON TO PERSON before the Home Economics Association meeting in Washington.

50

P to P

May 18, 1956

Dear Sherman:

Belatedly, let me say I am sorry you couldn't make the date for PERSON TO PERSON. You caused us no inconvenience and the invitation is still open.

I am in your debt for the liquid refreshment you so graciously sent, and hope to stop by and say my thanks in person before long.

Sincerely yours,

Mr. Sherman Billingsley
3 East 53 Street
New York, New York

rh

STORK CLUB
3E.53
March 9, 1956

Mr. Edward R. Murrow
580 Park Avenue
New York, New York

Dear Mr. Murrow:

Wanted to thank you for thinking of the Billingsley family in connection with your "Person to Person" T.V. Show, and tell you how very sorry I am that we will be unable to be a part of it, but as we explained to Mr. Aarons of your office, Mrs. Billingsley plans being out of town that weekend. You have my sincere apologies for the inconvenience we have caused you.

Having been a part of this business called Television, I am well aware of the problems which are created when people cancel, whether 24 hours ahead or a week ahead and I am sincerely sorry.

I do hope that you will bring Mrs. Murrow and come in to see us very soon. Again, many thanks for thinking of us.

Best regards,

Sherman Billingsley

Mr. Edward R. Murrow
200 Park Avenue
New York, New York

Dear Mr. Murrow:

Wanted to thank you for thinking of the Billingsley family in connection with your "Person to Person." I'm glad you liked it. Now very sorry I am that we will be unable to be a part of it, but as we explained to Mr. Barone of your office, Mrs. Billingsley has been being out of town that weekend. You have my sincere apologies for the inconvenience we have caused you.

Having been a part of this business called television, I am well aware of the problems which are created when people cancel. Whether Spencer Tracy or a deep sleep head are I am sincerely sorry.

I do hope that you will print Mrs. Murrow and come in to see us very soon. Again, many thanks for thinking of us.

Best Regards,

Norman Rockwell

Rec'd 4/27

March 3, 1960

Mr. Edward R. Murrow
200 Park Avenue
New York, New York

P40P

May 11, 1956

Dear Herb:

Many thanks for the kind words. I am grateful and will keep trying.

As ever yours,

Mr. Herbert Bayard Swope
745 Fifth Avenue
New York 22, New York

rh

HERBERT BAYARD SWOPE
745 FIFTH AVENUE
NEW YORK 22, N.Y.

30 April 1956

Dear Ed Murrow, —

Your "Person-to-Person" - always good - was never better than this week's.

You weren't afraid of being high brow, and your courage carried your people with you.

Your shows were interesting and important.

Good luck,

Herbert Bayard Swope

Edward R. Murrow, Esq.
Columbia Broadcasting System
485 Madison Avenue
New York 22, N. Y.

EDWARD R. MURROW

P&P

OK
JA

May 9, 1956

Dear Phil:

You are a very thoughtful guy, and I am grateful for yours of April 27th. We will investigate the possibility of visiting Henry Viscardi.

Thanks again for the suggestion.

As ever yours,

Mr. Philip D. Reed
Chairman of the Board
General Electric Company
570 Lexington Avenue
New York 22, New York

rh

J. Aaron

GENERAL ELECTRIC
COMPANY
570 LEXINGTON AVE., NEW YORK 22, N.Y.

PHILIP D. REED
CHAIRMAN OF THE BOARD

April 27, 1956

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, N. Y.

Dear Ed:

Here is a suggestion that may or may not be of interest to you.

Yesterday I paid a visit to a little company known as Abilities, Inc., in West Hempstead, Long Island, whose president is Henry Viscardi, Jr. The company has 240 employees. It is engaged in manufacturing a variety of components, most of them requiring a high degree of skill, for such companies as Sperry Corporation, Dictograph, General Electric, etc. This work is let to them on a strictly competitive business basis and they have a splendid record of performance.

I am not going to describe Hank Viscardi or his company to you except to say that every single one of them suffers from a major physical disability, and the great majority of them would be considered unemployable. These people were determined to work and support themselves, and Hank Viscardi, himself born without legs, has shown them how to do it.

I enclose a reprint of some testimony he gave recently before a Senate committee in which he opposed a bill which would reduce to age 50 the eligibility of persons suffering from total and permanent disability to receive Social Security. He is just about the most articulate, dedicated and altogether delightful person I have met.

It occurs to me that you might like to consider him as a possible subject for one of your "Person to Person" programs. I can't imagine its being anything but a tremendous success. Hank Viscardi lives somewhere on Long Island, is married and has a family.

If this interests you and if I can be of any help, please let me know.

All the best to you, as always.

Sincerely,

Phil

PDR:HA

P to P

CBS TELEVISION

Office Communicati

to: Mr. Aaron

from: Mr. Murrow

April 30, 1956

I suggest something like this might solve the letters proposing politicians for PTP:

Dear _____:

Thank you for writing to suggest ------- as someone we might visit on PERSON TO PERSON. We have decided, for the time being at least, not to undertake visits to political candidates because were we to do so, the list might well become endless, and the contents of the program somewhat repetitious. We have the feeling, rightly or wrongly, there will be adequate opportunities for politicians to express their philosophy and point of view on other programs.

Thank you again for writing.

565

rh

E.R.M.

LOOK

COWLES MAGAZINES INC. *Look Building, 488 Madison Ave., New York 22, N.Y., MUrray Hill 8-0300*

S. O. SHAPIRO, *Vice President*

April 11, 1955

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York 22, New York

E.R.

Dear Ed:

Thanks from all of us for the attention you gave Milton Greene's covers for Look in the Monroe interview Friday night. It was most prestigious for us.

Warmest regards.

Sincerely,

My God!

P&P

APRIL 6, 1956

BARON AND BARONESS SILVERCRUYS
2300 FOXHALL ROAD
WASHINGTON, D.C.

DELIGHTED ~~XXXX~~ YOU ARE PERMITTING US TO VISIT YOU ON MAY 11th STOP AM OFF TO ALGERIA TOMORROW BUT HOPE TO SEE YOU AFTER I RETURN. BEST REGARDS.

EDWARD R. MURROW

~~XXXX~~

202-550-32

P&P

The NATIONAL SOCIETY for Crippled Children and Adults, Inc.

11 SO. LA SALLE ST., CHICAGO 3, ILL.

PHONE FRanklin 2-0390

Dean W. Roberts, M.D.
Executive Director

President Emeritus
William T. Sanger, Ph.D.
Richmond, Virginia

Immediate Past President
Edgar Kobak
New York, New York

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Philadelphia, Pennsylvania

Maurice Warshaw
Salt Lake City, Utah

Booker Worthen
Little Rock, Arkansas

Secretary
Miss Daisy Byler
Chicago, Illinois

April 3, 1956

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, New York

Dear Ed Murrow:

Your telecast Friday night on PERSON TO PERSON in the visit to Governor and Mrs. Sherman Adams made the high-light of our Easter Seal campaign, and we are deeply grateful. The interpretation which it gave was beneficial to every Easter Seal Society across the nation.

When Governor Adams spun his flyer anecdote, I realized what was happening to your inspired idea of addressing contributions to "Sherman Adams, The White House", but I appreciated your thought immensely. In fact, every year since you returned from England, your help to crippled children and their Easter Seal appeal has strengthened our efforts and increased our returns.

It has been a privilege to have your help, and on the occasion of PERSON TO PERSON, the pleasant association with the members of your staff. Jesse Zousmer let me sit-in on the rehearsal at the Adams home, which was an amazing experience for me - amazing in the synchronization which a remote show demands.

For everything - our warm thanks go to you.

Sincerely,

Nena Badenoch

Nena W. Badenoch
Director, Television and Radio

NEW YORK OFFICE

NWB:gcr

REPLY:
NEW YORK OFFICE, 270 PARK AVENUE, NEW YORK 17, NEW YORK
Telephone: Plaza 1-1850

EASTER SEALS HELP CRIPPLED CHILDREN

P to P

WOMAN'S HOME

COMPANION

640 FIFTH AVENUE · NEW YORK 19, N.Y.
PLAZA 9-1000

OFFICE OF THE EDITOR

March 26, 1956

Z

Dear Ed:

Just a note to say that I very much appreciate your thoughtfulness in mentioning Woman's Home Companion so nicely the evening you visited Pearl Buck. I thought she came over beautifully and hope you think so too.

Best regards,

Woodrow

Woodrow Wirsig

P.S. Your report on the Arab-Israeli problem was superb.

Mr. Edward Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Columbia Broadcasting System, Inc. P to P F. 502

OFFICE COMMUNICATION

To Dr. Stanton

From Mr. Murrow

Station

March 23, 1956

Regarding the letter from Bartlett, the Armed Forces Television Service is now receiving the PERSON TO PERSON kinescopes from Elgin. We are told that within a few weeks Rhein-Main Airbase and Fort Richardson will be serviced regularly.

Aside from this, I would prefer to stay with the no-kinescope policy since we find this helps us considerably in securing guests.

E.R.M.

rh

COLUMBIA BROADCASTING SYSTEM

Office Communication

to: MR. MURROW cc Messrs. Van Volkenburg, Hardy

from: Dr. Stanton

March 9, 1956

I am familiar with your policy regarding PERSON TO PERSON TVR's. But before I respond to E. L. Bartlett's March 5 letter, I would like to ask if you want to make an exception in the case of Alaska.

FS

FRANK STANTON

WW

P&P

CHICAGO
SUN-TIMES
211 West Wacker Drive, Chicago 6, Illinois

ANdover 3-4800

Feb. 13, 1956

Mr. Edward R. Murrow
CBS Television
485 Madison Avenue
New York, N. Y.

Dear Ed,

Congratulations on your splendid Friday night show. Ralph Newman's appearance is still the talk of the town and I personally thought the visit to the bookshop was excellent.

I'm inclosing a clipping of the column I thought you would find of interest. With best wishes,

Sincerely,

Irv Kupcinet

IK:jk

KUP'S COLUMN

KUPCINET

Memo to **Dave Garroway:** Chicago pals, who knew you when, are blowing their stacks over your Satevepost article, "I Lead a Goofy Life." "So 'goofy,'" they're asking, "as to ignore completely any mention of the late **W. (Biggie) Levin,** your personal manager who steered you from a local deejay to network fame and fortune?" . . . The State Lake Building, one of the Loop's landmarks, will get a new name after WBKB moves its TV studios there next year. It'll become the American Broadcasting Co. (ABC) Building. . . . Valentines to 39-year-old **Jack Benny,** who celebrates his 62d birthday Tuesday.

hair, even though gentlemen reportedly prefer blondes.

RALPH BELLAMY, A PUMP ROOM visitor the other day, was heading for Hollywood to discuss a new TV series. "But not another Mike Barnet," Bellamy bellowed. "No more cops and robbers for me." . . . Israeli Ambassador **Abba Eban** checks into the Edgewater Monday for a two-day stay. He'll be a guest lecturer at NU. . . . The florists of America have adopted **Frankie Sinatra's** latest tune as their theme: "Flowers Mean Forgiveness." (But why did you forget in the first place?) . . . Hollywood furrier **Al Teitelbaum** is on top of the news. His latest mink is called "Monaco blue" in honor of guess who. It'll be on display at Sheridan Art Galleries next Monday.

MARGUERITE PIAZZA

ON ED MURROW'S Person to Person Friday night you were escorted on a visit to the bar of the Civil War Books Club, where Lincoln scholar **Ralph Newman** displayed a number of drinking glasses bearing the names of prominent persons who are Civil War students. Among these was the name **Adlai Stevenson.** In rehearsal earlier that day, Murrow asked Newman on their closed circuit hookup: "You sure you want to display that glass bearing Adlai Stevenson's name?" "Yes," was the reply. "OK with me," said Murrow. "But I am sure Vice President Nixon will demand equal glass time."

P40P

JANUARY 10, 1956

MR. ARTHUR LUND
CAMPBELL-MITHUN, INC.
1300 NORTHWESTERN BANK BUILDING
MINNEAPOLIS 2, MINNESOTA

CAN DO FTOOE INTERVIEW ANY FRIDAY NIGHT EXCEPT FEBRUARY 3. SAY WHEN.

ED MURROW

58-032

cc: Mr. Zousmer, plus correspondence

SYRACUSE UNIVERSITY SYRACUSE 10, NEW YORK

SCHOOL OF JOURNALISM - Office of the Dean

P&P

December 19, 1955

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

May I commend you for the sharpness of your questioning on your "Person To Person" TV broadcast last Friday and, of course, let me thank you for the compliment which you extracted from young George Lyons. I don't suppose anything has resulted in more telephone calls to me.

As a kind of honorary alumnus of the School, you may be interested in the Journalism Banquet which we held this fall. I enclose a program. It was a memorable occasion since Dewitt and Lila Acheson Wallace received the Journalism Medal. Mr. Wallace made his first speech in 34 years.

Sincerely,

W. C. Clark
Dean.

wcc:fk
enc.

Annual Banquet

SCHOOL OF JOURNALISM
SYRACUSE UNIVERSITY

October 27, 1955

SHAW DINING HALL

Distinguished Service Medal Awards

1936 to 1955

1936	FREDERIC W. GOUDY
1944	HANSON WEIGHTMAN BALDWIN
1944	WATSON DAVIS
1944	GEORGE HORACE GALLUP
1944	EDWARD R. MURROW
1946	HOWARD W. BLAKESLEE
1946	JOHN SHIVELY KNIGHT
1946	ALFRED B. STANFORD
1948	DREW PEARSON
1948	J. HENRY HOLLOWAY
1949	GEORGE VENABLE ALLEN
1949	DONALD DOWELL BELDING
1949	NEIL HOPPER BORDEN
1949	LEE HASTINGS BRISTOL
1949	GERALD W. CUNNINGHAM
1950	FRANK GANNETT
1950	PRINTERS INK
1950	METROPOLITAN LIFE INSURANCE COMPANY
1951	ROBERT McLEAN
1951	M. LYLE SPENCER
1951	THOMAS D'ARCY BROPHY
1951	JAMES WEBB YOUNG
1952	ALEXANDER A. JONES
1952	FAIRFAX M. CONE
1953	BERNARD C. DUFFY
1954	ADVERTISING COUNCIL OF AMERICA
1955	WESLEY I. NUNN
1955	LILA ACHESON WALLACE
1955	DEWITT WALLACE

Program

October 27, 1955

Invocation

Announcement of Student Awards

Presentation of the Daily Orange Creed written by Irving Templeton, first Daily Orange editor

DEAN EMERITUS M. LYLE SPENCER

Presentation of the first Borden Foundation Scholarship in Journalism

JOHN H. McCAIN
Vice President of the Borden Company Foundation

Presentation of the Distinguished Service Medal of the School of Journalism

DEAN WESLEY C. CLARK

Acceptance

WESLEY I. NUNN
President of the Advertising Federation of America

Presentation of Distinguished Service Medals of the School of Journalism

DEAN CLARK

Acceptance

DEWITT WALLACE and LILA ACHESON WALLACE

Benediction

Chicago Daily Tribune
Revere Patriot
"BORN
Two Manual For 50 Press
The Publishers' Auxiliary
NEA Announces Speaker For Annual Fall Meeting
PHOTOGRAPH
BROAD
TELE
PUBLIC RELATIONS JOURNAL
SYRACUSE HERALD-JOURNAL
Torrential Rains Swamp Chicago Area
Coffee Trade Curb, Pr
Laid to New York
1,743 Emplo
Editor & Publisher
20 Cents
THE CHRISTIAN
Dixie
American Printe
Herald
NEW YORK
Tribune
THE CHURCH MESSENGER
Magazine Industry
MAGAZINES FOR THE MILLIONS
Home Town
The Inland Printer
Stet
THE POST-STANDARD
Harriman Raps Ives
Collier's
PRESBYTERIAN LIFE
Dwellers

Columbia Broadcasting System, Inc. Person to Person F-502

OFFICE COMMUNICATION

To Mr. Seward

From Mr. Murrow

Station

November 9, 1955

Re the attached memorandum: I think the payments are entirely in order.

E.R.M.

Payments for Aaron Erlich

P to P

JESS RAND

PUBLICITY - PUBLIC RELATIONS

292 S. LA CIENEGA BOULEVARD - BEVERLY HILLS, CALIF. - OLYMPIA 2-0944

November 7th 1955

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, N. Y.

Dear Mr. Murrow:

Trust this note finds you in the best of health and spirits.

I would like to take this opportunity to thank you and the members of your staff for the privilege of having my client, Sammy Davis, Jr., appear on PERSON TO PERSON. Needless to say, it was a thrill for all concerned. Sammy's grandmother still hasn't stopped talking about the dozen roses you sent her. I trust that our handling of the show on this end met with your expectations.

On my next visit to New York I am sure that the Yankees will not be playing the Brooklyn Dodgers and so it may be possible for you and I to chat for a few minutes. On my last visit to your office, you were straddling a chair and sadly viewing the second game of the series. I being a Yankee fan and you, as I know, a Dodger fan - - well, we decided that this would be a most inopportune time to talk. Just wait till next year!

With kindest personal regards.

Sincerely,

Jess Rand

Jess Rand

JR:m

P&P

Rinehart
& COMPANY · INCORPORATED
Publishers

232 MADISON AVENUE · NEW YORK 16 · N. Y.

October 11, 1955

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York 22, N.Y.

Dear Mr. Murrow:

I am sure you are overwhelmed by people such as myself offering suggestions for interviewing their clients on "Person-to-Person," but I am writing at this time since I understand there has been some discussion in the past about the possibility of doing a telecast with Morris L. Ernst.

As you may know, we will publish Mr. Ernst's new book, UTOPIA 1976, November 3 and I have sent an advance copy under separate cover. If there is a plan to use Mr. Ernst on the program, you may be sure we will be willing to co-operate in every way.

Sincerely yours,

Patricia Newell

Patricia Newell
Publicity Director

PNrvbm

Ex Fx1 P to P

CBS TELEVISION

Office Communication

to: JZ

from: MOORE 9/14/55

Phoned Ethel Merman this aft. Said she was astounded with the great reaction on the show. They've received over 200 letters from people, not friends, saying, "Just wanted to let you know how nice it was visiting with you Friday night." Said it was nice hearing from people "who didn't want something".

Another thing, Bob Six has been flooded with applications from girls who want to be airline hostesses.

He, Bob, came to N.Y. Sunday on business. Riding up the elevator in the hotel, operator said, "Gee, Mr. Six, that steak sure looked good Friday night. I'd like to've had some of it."

Read her the review in Variety. She mighty pleased.

Box
Rec 418

P&P

CBS TELEVISION

Office Communication

to: Ed

from: Jesse

It seems General Taylor's work schedule has caught up with him and his aides are looking for a way to relax his schedule. On your behalf I agreed to the following program for Tuesday night, October 11.

They'll send a car for us to WTOP. It's a half hour drive to Fort Myer. We will have a half hour to get a bite and meet the General at his quarters with Mrs. Taylor at 9 PM.

I'm politely informed that he usually retires at 10:30, but I'm sure we can stay later if we get him started.

By the time we go down I will have a full backgrounder on him and what he has been saying in his speeches around the country lately.

Pub. Bus. Prop

CBS RADIO

Office Communication

to: Mr. Van Volkenburg

from: Mr. Seward

September 2, 1955

This is to remind you of the telephone conversation we had this morning regarding the income from the sale of PERSON TO PERSON on a co-op basis on alternate weeks in some fourteen cities.

I should like to confirm to Mr. Murrow that the income therefrom will be subject to the same split -- as between CTD and PERSON TO PERSON -- as the income from the network sponsor. I should also appreciate your letting me know the amount of such income for the 1954-1955 season and the outlook for the 1955-1956 season.

J. M. S.

jms/ms

BC: Mr. Murrow

Jack explained that he had authorized this co-op sale some time ago as a means of holding the stations. In addition to following up on the above, I will look into the character of the individual local sponsorships as soon as I return from Lake Placid.

Jim

Person to Person

August 31, 1955

Dear George:

Many thanks for your interesting letter of August 25. We shall start investigating your useful suggestions immediately. The small bounce in Yakima was interesting. The crew and stewardess were very steady indeed; and after the affair, when on television, I tried to do my small bit for Northwest in the area of public relations.

You will be interested to know that we are already working on the possibility of visiting Dr. Mayo. Again, my best thanks.

As ever yours,

Mr. George E. Masters
Director of Public Relations
Northwest Airlines, Inc.
1885 University Avenue
Saint Paul 1, Minnesota

rh

NORTHWEST AIRLINES INC.

1885 University Avenue

SAINT PAUL 1, MINNESOTA

August 25, 1955

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Ed:

On your recent trip to Oregon you mentioned you wanted some ideas for "Person to Person" shows that could originate in the midwest. Here goes:

The Rev. Harold Wilke, armless Lutheran (I believe he's an Evangelical Lutheran) of 13325 East Bagley Road, Cleveland, 30, Ohio. Though armless since birth when it was necessary to amputate both arms at the shoulder, he served as a chaplain in World War II, helping restore morale for disabled veterans. Had a church in Chicago before being transferred to Cleveland. Drives a car. Married and I believe has one child. Unusually brilliant and inspiring. In his 30s.

John S. Pillsbury, chairman of the board of the Pillsbury company. An outstanding business leader. Has a beautiful home. Adress is Crystal Bay, Lake Minnetonka, Minneapolis, Minn.

Dr. Charles Mayo of the Mayo Clinic. Striking personality. Address is Rochester, Minnesota.

Margaret Culkin Banning, Duluth, Minn., author, with whom you are familiar. She is the wife of Leroy Salsich, chairman of the board of Oliver Mining Co.

Lee and Les Smith, twin brothers who are pilots for Northwest Airlines, flying Stratocruisers. They farm in their spare hours and specialize in raising blooded horses. Address is either care of NWA or Rosemount, Minn. Photo enclosed, also recent magazine story. Both have been flying for NWA about 25 years.

Capt. Walter Bullock, temporarily based in Tokyo, where he is a pilot for Northwest Airlines. He has been flying since 1916. Good personality. Built his own "pusher" plane, photo of which is enclosed. Has farm at Lakeville, Minn. Can be reached through us. Clipping from Christian Science Monitor gives you some background.

James Ford Bell, Sr., chairman of the board of General Mills. Address is Minneapolis. Book collector. Good speaker and outstanding personality.

Maybe one of these may have some interest for you.

In closing just want you to know how upset we were that you were aboard the DC3 that took the bounce in Washington. Had hoped to see you when you went through here but was called out of the city. To say the least, you have several rain checks for a few snifters.

Sincerely,

George

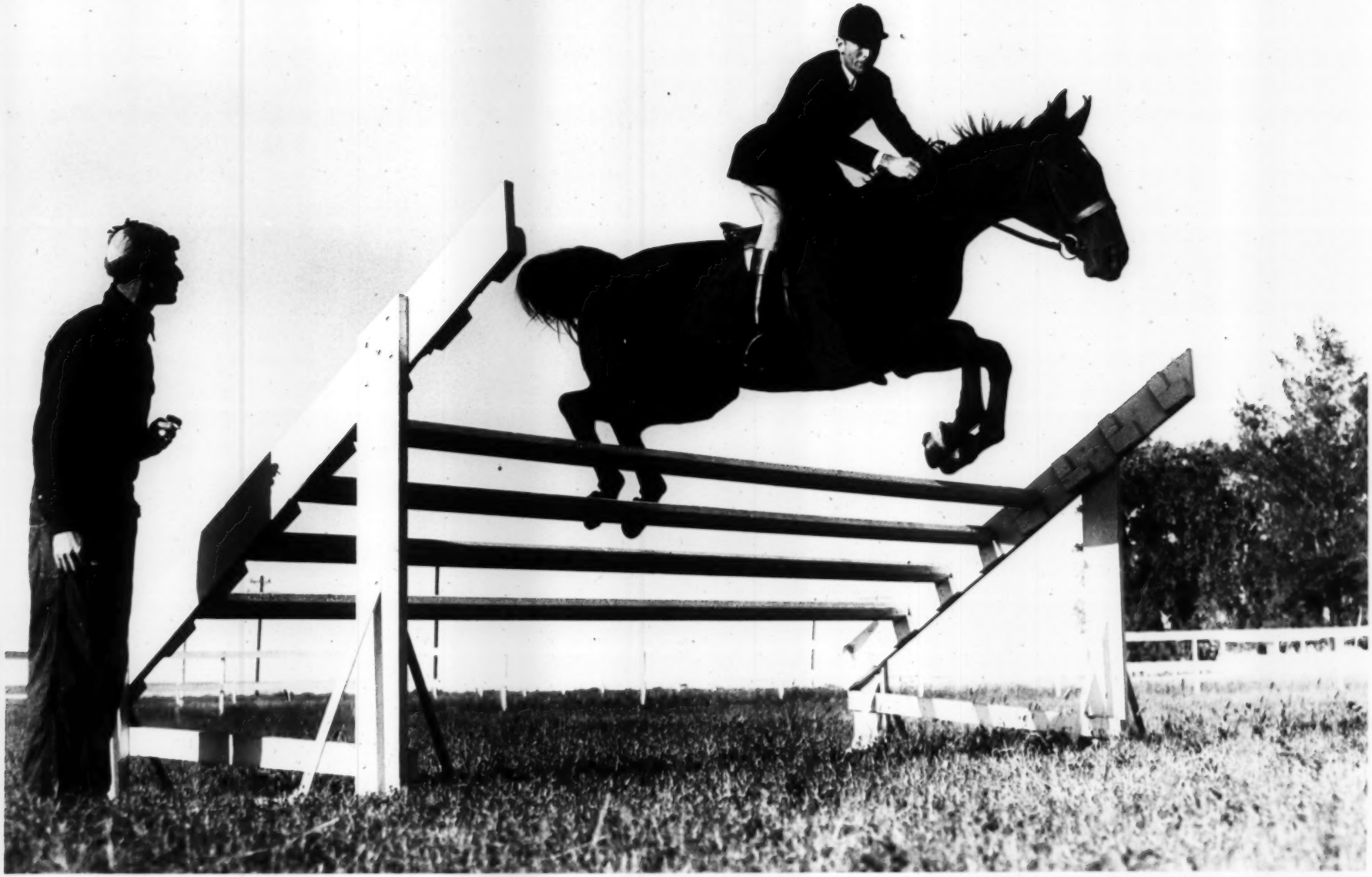
George E. Masters
Director of Public Relations

EMERGY
709
COMPASS
LIGHTS
RESERVED
RESERVED
OIL COOLER FLAPS
INTERCOOLER FLAPS

Capts. Lee (left) and Les Smith

Please Credit
NORTHWEST Orient AIRLINES
Photo
Public Relations Dept.

Please Credit
NORTHWEST ORIENT AIRLINES
Photo
Robert R. Blanch Photography
301 Times Annex Neg. No. 2-1289



FC

2665

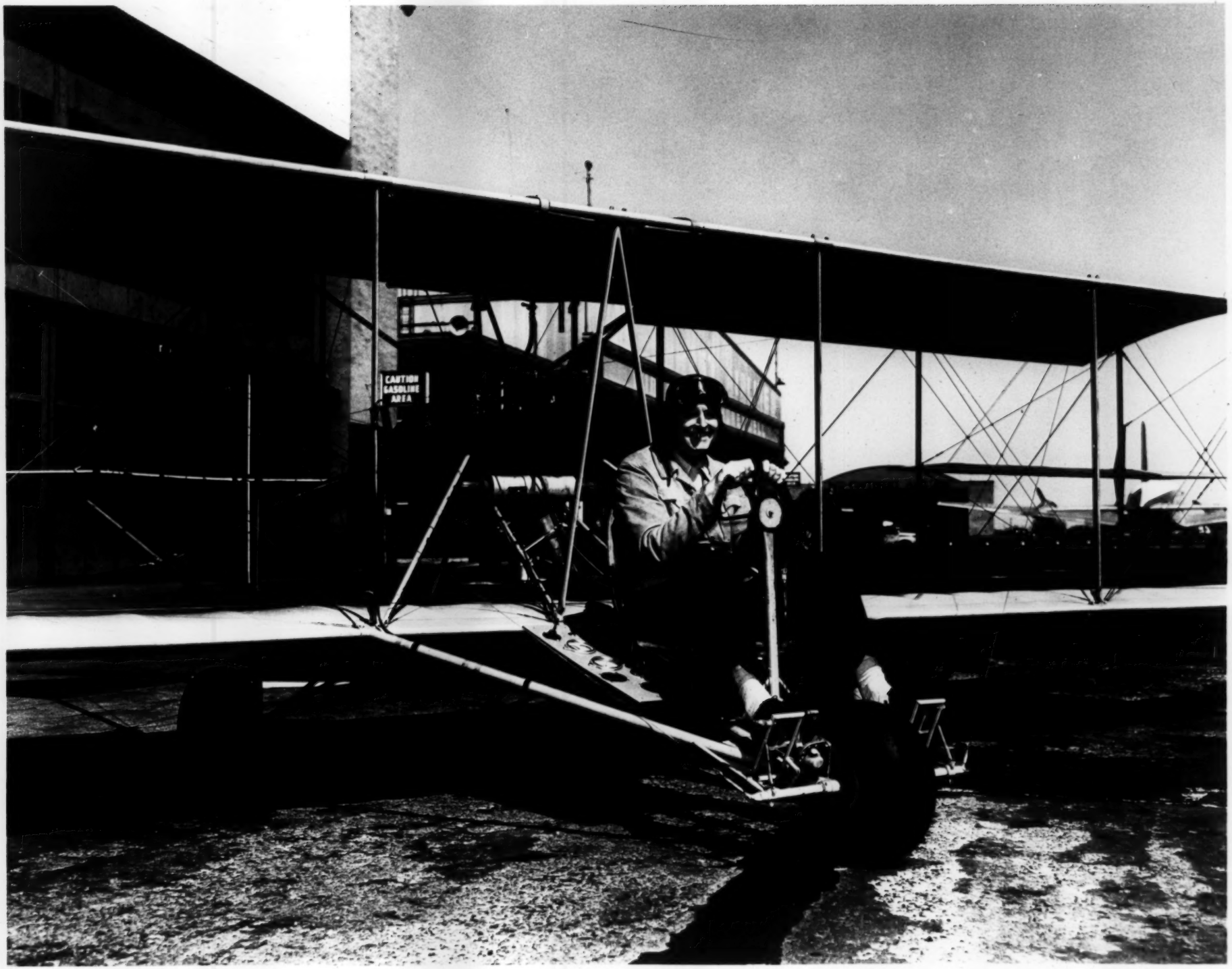
Lee and Les Smith

Please Credit
NORTHWEST Orient AIRLINES
Photo
Public Relations Dept.

29

Capt Wall Bullock
with Jim Wheeler of Shell Oil
Company

Don Berg
Minneapolis 4, Minn.
MAin 2385
advertising photography
NEG. NO. 7/6 73-5
reorder by this No.


CAUTION
GASOLINE
AREA

WALT BULLOCK
AND HIS
CURTISS PUSHER REPLICA

Please Credit
NORTHWEST ORIENT AIRLINES
Photo
Robert R. Blanch Photography
801 Times Annex Neg. No. 5064

NORTHWEST
N

WALT BULLOCK

-o-

THE PLANE HE FLIES FOR A HOBBY AND THE PLANE HE FLIES FOR A LIVING

Please Credit
NORTHWEST ORIENT AIRLINES
Photo
Robert R. Blanch Photography
301 Times Annex Neg. No. 5008

Capt Wall Bullock
Takeoff
From Farm Runway

Don Berg
Minneapolis 4, Minn.
MAin 2385
advertising photography
NEG. NO. 78100
reorder by this No.

Lee and Les Smith...50 Years With NWA!

One of Aviation's most remarkable careers belongs to Northwest's famed identical twin pilot team, Capts. Lee (left) and Les Smith, who recently marked a half-century with NWA. See: *Smith Brothers Still Flying High!* Page 5.

NORTHWEST AIRLINES NEWS

MAY • 1955 Vol. 12 • No. 5

Prizes for Best Pictures . . .

Advertising Announces Employee Photo Contest

Here's a chance for Northwest employees who are camera addicts to put their talents to work and perhaps earn a few extra dollars doing it:

The Advertising Department, in response to a Suggestion Award Plan suggestion by Alex Igyarto, cargo sales representative in New York, is sponsoring a huge new Employee Photo Contest to obtain pictures suitable for reproduction on such things as calendars and Sales Department brochures. Pictures also will be used by Public Relations with news releases produced by that department.

For his suggestion Igyarto was awarded $25 by the Suggestion Award Plan committee. The suggestion will be re-evaluated at a later date.

Advertising is looking primarily for unusual scenic pictures taken along Northwest's domestic and international route system and in territory considered to be in Northwest's "trade area," such as Los Angeles and San Francisco.

Pictures should have emphasis on scenery, not people. If people do appear, they should be a secondary factor to the overall picture.

Pictures with Northwest identification in them, such as an NWA plane in the background, and pictures featuring Northwest planes, also will be considered.

Separate awards will be made for color pictures and for black-and-white pictures. Negatives may be of any size.

First prize in the color picture category will be $50. Black-and-white first prize will be $25. Awards of $10 for color and $5 for black-and-whites will be made for all pictures kept by the Advertising Department.

Here are complete rules:

THE ADVERTISING Department Picture Contest is open to all employees, domestic and international.

THE CONTEST will run from May 1 through July 31.

WINNERS will be announced on or about August 15.

SEND ENTRIES to: Picture Contest Editor, Advertising Department, GO, either by company mail or first class mail.

PEOPLE WHO are recognizable in pictures must be available to sign publicity release forms.

NEGATIVES must be submitted with pictures. Polaroid camera pictures are unacceptable.

DECISIONS of the judges will be final.

ENTRIES submitted must be the property of employees who submit them.

NEGATIVES of winning pictures will become the property of Northwest Airlines, Inc.

Advertising will return all pictures not adjudged winners to employees submitting them. Duplicate negatives of winning pictures will be made and will be given to employees submitting winning entries.

—Bud Morgan

"We are continually on the lookout for good and unusual pictures for use in our sales promotion program," says J. W. Mariner, Sales vice president. "Because photography is such a prominent hobby and because so many Northwest employees travel extensively, we feel many of you may have pictures which can be put to good use."

Names of contest winners, along with their winning entries, will be published in a future issue of the NEWS.

CONGRATULATIONS to NWA for winning a "Paul Bunyan" award for the second straight year were extended, recently, by Joseph Sjursen, right, Seattle Chamber of Commerce Paul Bunyan Award chairman, to Bill Pollock (left), W. R. Public Relations and Tom Marshall, SEA DSM. Paul Bunyan awards go yearly to business firms for "excellence of year-around advertising and publicity programs featuring Seattle." Award is given by the Seattle Chamber. Northwest won Paul Bunyan awards the past two years on the basis of advertisements featuring Seattle NWA has run in papers throughout the U. S. and the Orient, publicity releases and pictures featuring Seattle and travel folders featuring Seattle and the Pacific Northwest.

Newly-Created Sales Position Goes to Veteran Bert Talbot

B. J. Talbot, veteran sales specialist with the airline, whose experience in the company has extended from London to Manila, has been named to a newly created position with Northwest Orient Airlines, James W. Mariner, vice president-sales, announced today.

B. J. Talbot

He is being made director of sales development, with headquarters in the company general offices. Until this appointment, he was district sales manager at New York.

Talbot, a native of St. Paul, is a graduate of St. Thomas College in that city. He joined Northwest Orient Airlines September 9, 1940, as passenger agent at Chicago.

He was named district sales manager at Manila April 1, 1947; sales manager for the Philippines January 15, 1948; European director, with headquarters in London, August 1, 1950; Hawaii sales manager October 16, 1950; and district sales manager at New York January 1, 1953.

Talbot opened Northwest's sales office in Manila in 1947 and was one of the founders of the Philippine Junior Chamber of Commerce. One of the first projects of the Philippine Jaycees was the "Clean Up Manila Campaign," after World War II.

Orchids for NWA Flight To Honolulu

Northwest Airlines
Seattle-Tacoma Airport
Seattle 88, Washington

Gentlemen:

It gives me a great deal of pleasure to let you know how much Mrs. D. and I enjoyed our recent trip to Hawaii via your service. Every courtesy was extended us by your Mr. Ploof and Mr. Norheim at Tacoma, as well as your Mr. Cato Wray, at Honolulu. In addition, your planes were very comfortable, the food excellent, and while en route everything was done for us by the members of the crew to make the trip most enjoyable.

We also want to thank you for the enlarged picture taken on our arrival at Honolulu, which, incidentally, appeared in the Tacoma News-Tribune.

We are certainly planning another trip to the Islands and you may rest assured we will go Northwest Airlines.

Sincerely,
R.D.
Tacoma

Mademoiselle Article Leads Off NWA 'Promote Hawaii' Program

In line with its avowed policy to promote Hawaii, Northwest Orient Airlines cooperated with one of America's leading fashion magazines, *Mademoiselle Magazine*, to produce an extensive fashion layout in its April issue, now on the newsstand.

Northwest arranged for the project with *Mademoiselle*, flying its editor, Edie Raymond, its fashion photographer, Hermann Landshoff, and two models to the Islands, recently. They were accompanied by Phyllis Haggerty, of NWA's New York PR office.

During a two-week stay they visited Oahu and Kauai "on location," with the cooperation of the Hawaii Visitors Bureau.

Pictures in *Mademoiselle*, in color and black-and-white, include an Oahu tropical forest, sugar plantation, Waikiki Beach, the Royal Hawaiian Hotel, Kewalo Basin, Iolani Palace, the First Chinese Church of Christ and Don the Beachcomber's.

On Kauai, the group photographed Coco-Palm Lodge, a lauhaula weaver, bamboo forest, black lava rocks and a net fisherman.

FUTURE PLANS for promoting Hawaii are formulated by, from the left, R. G. Collins, NWA General Sales Manager, Bill Cogswell, Executive Director of the Hawaii Visitors Bureau, and Margaret McEachern, NWA Public Relations Department Travel Editor. The three conferred in Honolulu, recently, as Northwest announced plans for a sustained "promote Hawaii" program in cities along its domestic route system.

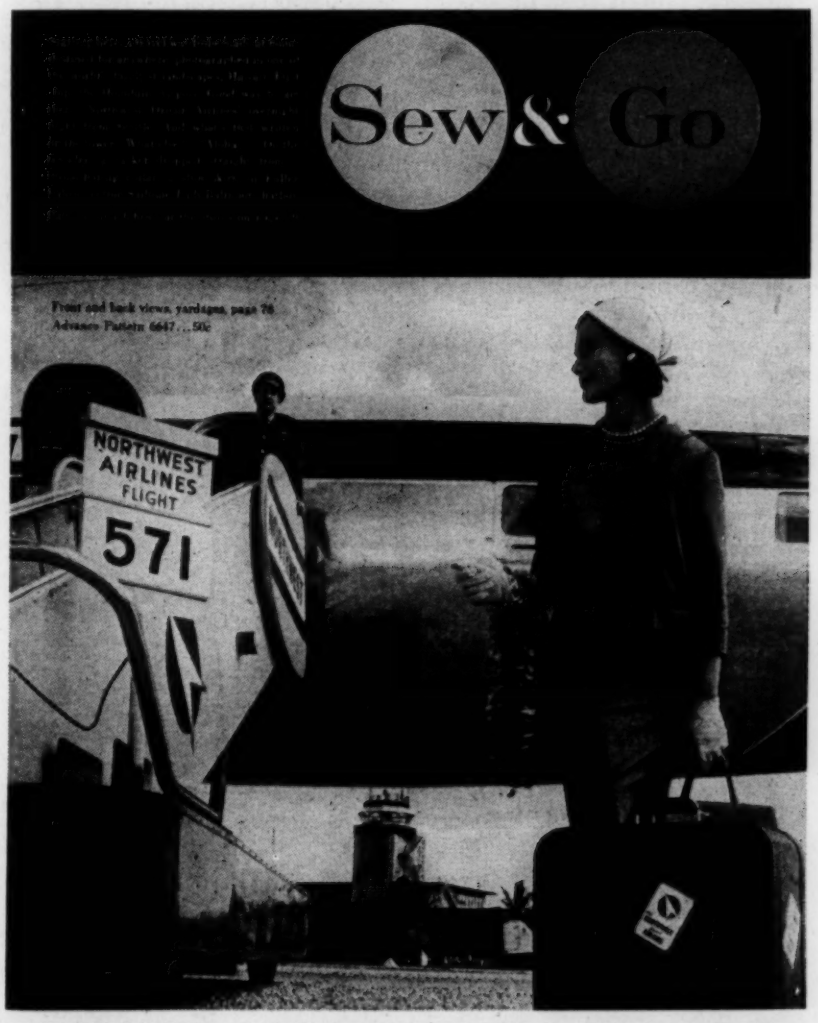
During coming years, a large portion of Northwest's sales promotional activity and publicity activity will be directed toward promoting Hawaii as a vacationland.

"This is a natural outgrowth of the fact that Hawaii is the only year-around warm weather vacation area on Northwest's route system, excepting parts of the Orient," according to J. W. Mariner, Sales vice president.

Northwest will promote Hawaii through newspaper, radio, magazine and television advertising, with publicity releases and by direct mail pieces, window displays and special promotions.

R. G. Collins, NWA general sales manager, and Margaret McEachern, PR's travel editor (see picture), recently returned from the Islands where they laid groundwork with the Hawaii Visitors Bureau for Northwest's promotional program.

Northwest was the first airline to receive Civil Aeronautics Board permission to link Hawaii with the Pacific Northwest gateway of Portland-Tacoma-Seattle.



TITLE PAGE of Hawaii fashion section in April issue of *Mademoiselle Magazine*, featuring Northwest Orient Airlines, is reproduced above. Photo by Hermann Landshoff, courtesy of *Mademoiselle*.

NORTHWEST AIRLINES NEWS

Northwest Airlines, Inc.
1885 University Ave.
St. Paul, Minn., USA
Printed in U.S.A.

The Northwest Airlines News is published monthly by the Public Relations Department for employees of Northwest Orient Airlines. All employees are invited to submit contributions or suggestions to News Correspondents at their stations or directly to the News Editor, Public Relations Department, General Office.

George E. Masters
Director of Public Relations

Public Relations Staff
Twin Cities
M. L. Putnam
Milt Davis
Margaret McEachern
Robert L. Johnson
Reynold Malmer
Chicago
Ford Eastman
Seattle
William L. Pollock
New York
Phyllis Haggerty

KEITH SAUNDERS, Managing Editor of American Aviation Daily, is shown with his wife on arrival in Honolulu aboard an NWA plane, recently. Not pictured is their daughter, Judie.

NWAers List . . .
Vacation Time Is Here Again!
. . . Favorite Spots

How do you plan to spend your vacation this year?

This was the question asked of several NWAers as soft and balmy breezes began wafting their thoughts toward that favorite lake or "place I'd like to see."

JIM HENDRICKSON, master mechanic, STP—"I usually go up to Detroit Lakes. My brother has a cottage up there so we usually do some fishing. We'll also probably go to Fargo to visit relatives."

MARGE SHAW, secretary to L. S. Holstad, comptroller, GO—I really don't have my vacation planned, but I do know I'll probably spend it at some resort."

WALLY PETERSON, assistant to insurance manager, GO—"I hope to go fishing up in Canada and maybe take a canoe trip into the canoe country up around Ely."

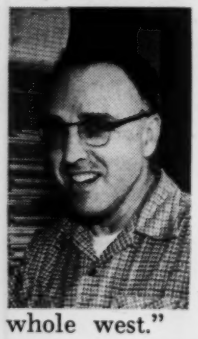
GORDY BARTSH, pilot—"I just got back from my vacation. My wife and two children and I spent 10 days at Fort Lauderdale, Florida, just lying on the beach and swimming."

SAM AZZARELLO, general inspector, STP—"I'm really going to spend an unusual vacation. I'm going to stay at home. Probably dig for uranium or flowers."

FLOYD HOMSTAD, pilot—"I may go over to Honolulu next November when I'll most likely take my vacation. You can't beat Honolulu for a vacation."

GEORGIA HALVORSON, stewardess—"I just started with Northwest, but a year from now, I'd like to take my mother to Mexico. She's always wanted to go there."

VERNA KIRCHNER, secretary to Sam Wyman, manager, passenger service, GO—"I'd like to go to a lake where I could just swim and boat, but mostly just lie on the beach."



HAROLD HODGSON, mechanical foreman, STP—"During the last week in July, my wife and boy and I are leaving on a month-long vacation trip covering about 8,000 miles. We're going to really see the whole west."

Malmer Added to NWA Public Relations Staff

Reynold W. Malmer, formerly associated with the Public Relations staff of the Minnesota Mining and Manufacturing Co., St. Paul, joined the PR staff of Northwest Orient Airlines in April.

Malmer

Before coming to St. Paul, Rey worked as a news reporter-photographer on the Mankato (Minn.) *Free Press.* While there he served as publicity chairman for several civic and fraternal organizations.

He attended Winthrop (Minn.) public schools and is a graduate of the University of Minnesota School of Journalism.

MARGARET KINGDOM, Instrument Shop master mechanic, STP, receives a Suggestion-Award check for $440 from Carl Magnuson, left, Power Plant and Accessory Overhaul superintendent, as Manfred Boe, Instrument Shop mechanical supervisor, watches. Margaret's $440 for two suggestions was top money in the latest Suggestion-Award listing.

Margaret Kingdom's $440 Tops Latest Award Winners

Margaret Kingdom, who worked in the composing room of various newspapers as type setter, linotype operator and foreman before coming to Northwest Orient Airlines a dozen years ago, has just made a couple of ideas add up to $440.

As a master mechanic in the instrument shop at STP, she suggested improved installations in the Turbo Constellations. One, referring to a gyro horizon indicator, was cashed in for $250; the other, referring to a turn and bank indicator, paid off at $190.

Searle F. (Sy) Stewart, record analyst, GO, received $100 for a tax saving suggestion. Arthur J. Johnson, crew chief, STP, received a like sum for a suggestion covering silver plating savings.

George T. Burda, master mechanic, STP, received $50 for a suggestion regarding the repair of burned motors.

Others receiving Suggestion-Award money under latest listings were:

STP—Leon A. Kamerud, $5; Donald W. Carlson, $10; John M. Vik, $10; Fred Priesnitz, $20; Lloyd W. Meehl, $15; J. R. McLaughlin, $25; Walter W. Keller, $5 and another award of $5; George E. Becker and Ray Damon, $25 each; Lyle E. Canedy, $5; John H. Shanks and Cecil Iffert, $10 each; Arthur Pojar, $10; John A. Rice, $10; John Shoefstall, $20 and John H. Swedahl, $30.

MSP—Robert L. Eickhold, $15. CLE—Clifford A. Sargent, $5; also another award of $5. SEA—M. E. Baker, $10; J. A. Anderson, $10. GO—Blanche Wagner, $5.

T-C Golf Tourney Slated at Gall's Saturday, May 21

Northwest's first Twin Cities Golf Tournament and Spring Frolic will be staged at Gall's Country Club, North St. Paul, Saturday, May 21.

Entry blanks have been distributed to Golf Committee members at STP, MSP, GO and GOA and are available from them. Signs have been posted announcing Golf Committee members.

Dinner and golf tickets are $3.75 each. Golf only is $1.75; dinner only, $2.00. Employes are urged to wear Aloha shirts or other colorful attire.

Confirmed duffers and women golfers are being especially encouraged to enter this year's tourney. There is a need, too, for women scorekeepers. They can sign up with any Golf Committeeman.

Prize awards to all kinds of golfers, dinner and dancing will highlight post-golf festivities.

It is anticipated that a second Twin Cities golf tourney will be held in September of this year, similar to the tournament held at Forest Lake last September.

Half-Century with Northwest . . .

Smith Brothers Still Flying High!

By Bob Johnson

A couple of remarkable people paused the other day to reflect on one of commercial aviation's truly remarkable careers.

The people are Northwest's famous identical twins—Captains Lee and Les Smith. Their career is one that has spanned a half-century in aviation—all with Northwest Orient Airlines.

Lee, 20 minutes younger than his "older" brother, joined Northwest July 1, 1929. He's currently No. 2 on the pilot seniority list. Les, No. 5 in pilot seniority, joined the airline March 1, 1930. Together they have racked up more than 40,000 flying hours!

Lest anyone gets any funny ideas, the Smith Brothers are emphatic on one point. "Flying is the greatest thing in the world," says Les. "We'll be at it for a long, long time."

LEE, left, and Les pose with Plainsman, one of their prize-winning horses. Both are expert horsemen.

Capts. C. L. "Les" Smith and R. L. "Lee" Smith were born on a farm near Sanborn, Iowa, 47 years ago. Later, with their parents, they moved to Minneapolis. They are younger brothers of another famous Northwest pilot, Chad Smith, who died in 1931 following an appendix operation. It was through Chad's interest in flying that Lee and Les developed their interest.

"Our earliest ambition," Lee remembers, "was to fly with Northwest. We never wanted to do anything else."

"Les and I sank our life savings—$850—into an old World War I Curtiss Jenny and Chad taught us to fly it. That was back about 1926. He'd barnstorm on weekends to make expenses. On weekdays, he gave Les and me instruction."

Lee got his pilot's license in 1928; Les got his the following year. Les now has 22,000 flying hours; Lee has 18,000, a total smaller than his older brother's because of the six years, from 1942 to 1948, he spent as NWA operations manager and Eastern Region vice president.

Since joining the airline, Lee and Les have flown every type of equipment operated by Northwest, from the Waco night mail planes to the Boeings. Lee flew the first night mail from Chicago to the Twin Cities, making the return trip after "Deke" DeLong brought the plane to Chicago.

IN OCTOBER, 1951, Northwest inaugurated Boeing Stratocruiser service to Washington, D. C., in conjunction with the airline's 25th Anniversary celebration. Lee and Les skippered the first DCA Boeing flight and another set of twins, Beverly and Marvyl Brady, were the stewardesses. Above, they sample Northwest's 25th Anniversary birthday cake with Vice President and Mrs. Alben Barkley. The Veep boarded the flight at MSP.

The Smiths have no overall philosophy about flying, except, as Les said, that it's "the greatest thing in the world."

"We take each trip as it comes along and handle each problem as it arises."

"It's almost a miracle," says Lee, "how flying has improved the last two decades. It's the safest thing in the world. The airplanes, the engines, the navigational aids—everything about flying—gets better and better."

"I've got only one scar on my body," says Les. "That was from an automobile accident. I smashed my forehead on a Model T windshield in 1921."

Identical is the word for the tall, lean and keen-eyed Smith Brothers. Not only do they look exactly alike and display the same mannerisms, but they're both six feet and both weigh 160 pounds. "We even borrow each other's uniforms," Lee confided, "when our own aren't pressed." Both fly the same schedule, though on different days.

Both are family men and they live in separate houses on "Sky Acres," their 360-acre farm at Rosemount, Minn. "Naturally, we can't farm full time," says Les. "We do what we want to do and hire help to do the rest."

Lee and Les hunt and fish together, but the hobby closest to their hearts is horse raising. They've owned more than 50 horses and have exhibited many of them at horse shows from coast-to-coast.

One of their best, "Plainsman," had a rather picturesque background. The Smiths first saw him as a wild horse on the Montana prairie and were impressed by the nimble manner in which he jumped culverts, fences and ditches in eluding cow hands who were trying to round him up.

Plainsman finally was cornered. The Smith Brothers bought him and carted him back to Rosemount in a trailer. After three months' training, he was ready. In his first show appearance, he won every event in which he was entered. In 1948, Plainsman won seven of eight open classes at the Oak Brook Olympic trials.

Les has two boys, both fliers, naturally. Noel, 24, is a Navy J.G. Lieutenant, flying anti-submarine duty out of Atlantic City. Robert, 21, is now undergoing U. S. Air Force flying instruction in Georgia. Lee has three boys and a girl, ranging in age from 16 to five. The boys "aren't quite sure yet" whether or not they want to be fliers.

Looking back on 50 years in aviation, the Smiths were asked, if they had it to do over again, what changes they'd make.

"Not one," they echoed. "We'd do the same thing. Right now, we're really looking forward to getting a crack at those commercial jets!"

DURING WORLD WAR II, Les, left, and Jerry Thompson, were two of Northwest's pilots who ferried C-46 cargo planes from Wilmington, Del., to a small town north of Calcutta, India, for the Air Transport Command. Above, Les and Jerry are greeted on arrival back in the Twin Cities by Lee, who was at that time Operations Manager for Northwest.

INAUGURATED JUNE 1, 1945:

NWA Coast-to-Coast Service 10 yrs. Old!

At 8:30 a.m., June 1, 1945, a DC-3 piloted by Capt. Mel Swanson left the La Guardia Field runway at New York City, climbed into the morning sky and turned its nose westward, toward Portland and Seattle. At the same moment, far to the west, another NWA DC-3, with Capt. Earl Hale at the controls, was speeding eastward.

The two planes passed each other west of Detroit. A vision which had been sought for six long years became a reality. Northwest became the Nation's fourth transcontinental airline.

In the decade that has ensued, Northwest has built up its transcontinental service to the point where there is none better. New schedules include both one-stop Boeing Stratocruiser service from IDL to PDX, and one-stop DC-6B air tourist service from IDL to SEA.

ABOVE: Portland Rose Queen Joan Williams, with her attendants, presents bouquet of roses to Stewardess Vi Cochran for delivery to New York's Mayor Fiorello LaGuardia on NWA's first eastbound transcontinental flight.

•

CENTER: At New York, Croil Hunter discusses christening plans with Miss Alma Kaye, star of "Sing Out, Sweet Land," who swished champagne over DC-3 that made first westbound transcontinental flight.

•

RIGHT: At the Twin Cities, Paul Schutte, left, and Matt Thompson, St. Paul Association of Commerce, right, present first-flight mementos for Mayor LaGuardia to Co-pilot Jerry Kilian, Stewardess Louise Rudquist and Captain Curt Davis.

A HOBBY has a pleasantly insidious way of sneaking up on you. That's a discovery of Mickie Fiksdal, NWA's Chief Stewardess. Mickie acquired a pretty glass slipper back in 1939. Today, settling in a new home in MSP, she discovered she has a collection of shoes and slippers running into the hundreds that demands a special room for display purposes. Her collection ranges from miniatures small enough to fit onto a fingernail to others large enough to serve as plant holders. They're made of spun glass, porcelain, pottery, leather, gold, silver, bronze, wood, straw, fabric and leather. Some of the shoes Mickie has found for herself in curio shops across the U. S. and in the Orient, Alaska and Hawaii. Others have been gifts, many from stewardesses and pilots who know of her hobby. Mickie has been with NWA since 1946.—*M.McE.*

New Offline Sales Offices Opened in Atlanta, Dallas

Northwest Orient Airlines will further develop passenger and cargo potentials through the recent opening of off-line district sales offices in two key Southern areas, James W. Mariner, vice president-Sales, said last week.

One new office is located in Dallas, Texas, with Robert E. Nice as district sales manager. The other is in Atlanta, Ga., with Royel E. Vreeland as district sales manager. Both men have had extensive sales experience with Northwest Orient Airlines.

Nice

The Dallas office, located in the Southland Building annex, 209 Brawder street, was opened April 18. It serves Texas and Oklahoma, formerly part of the Minneapolis-St.Paul district; and Arkansas and Louisiana, formerly assigned to the Chicago district.

The Atlanta office, located in the Atlanta Journal building, was opened May 1. Comprising this district are Mississippi, Alabama, Georgia and Florida, formerly assigned to the Chicago district.

Both Dallas and Atlanta have originated thousands of dollars worth of business for Northwest, Mariner explained. It is expected that the volume will increase sharply as more attention is concentrated on the areas. Nice joined Northwest Orient Airlines in 1946 as a transportation agent at Minneapolis. He was serving as assistant district sales manager at Seattle before his Dallas appointment. Vreeland, a veteran of 10 years with NWA, began as a Chicago transportation agent and most recently was senior sales representative at CHI.

Vreeland

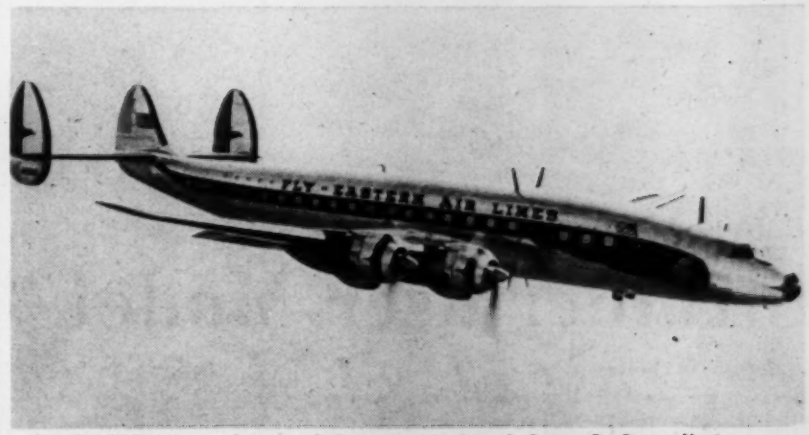
Connies now on Interchange . . .

Eastern Boasts Pioneering Past

A further improvement in the four-month-old Eastern-NWA interchange between the Twin Cities and Miami went into effect April 24 with the inauguration of two daily flights between the two points.

The increased service consists of one first class and one air coach flight daily—the latter flight being the one newly instituted.

With the stepped-up spring and summer schedule, Northwest's Stratocruisers, used on the interchange the past four months, have been replaced by EAL turbo-compound Super-C Constellations. NWA flight crews fly the ships between the Twin Cities and Chicago; EAL crews between Chicago and Miami.



IN FLIGHT view of one of Eastern Air Lines' Super-C Constellations, now in service on the NWA-EAL Twin Cities-Chicago-Miami interchange route. Eastern uses its Super-C Constellations on express runs between Northern commercial and financial centers and resort cities in the South.

The Super-C Constellations recently were added to Eastern's fleet as part of a $150,000,000 equipment program — the largest ever undertaken at one time by a commercial operator.

EAL retired all of its 21-passenger DC-3s in favor of 60 new twin-engine 40-passenger Martin Silver Falcons and added 30 88-passenger Super Constellations as well as 16 turbo-compound Super-C Constellations. A dozen Douglas DC-7Bs are slated for delivery to EAL late this Spring.

Expansion and enterprise such as this has been characteristic of Eastern Air Lines during its 29-year history.

The company traces its earliest beginnings back to 1926, when the U. S. government invited competitive bids for mail contracts via air between New York City and Atlanta. The bid accepted was that of a young flier named Harold F. Pitcairn, who manufactured aircraft for county fair exhibits. The agreement to deliver airmail was a challenging one, as Pitcairn first had to build an airplane to fulfill his contract.

Seeing a market for both his planes and his talents in mail contracts, Pitcairn went ahead with his production of planes, recruited a handful of World War I flying veterans and daredevil barnstormers and began a route survey.

The government award of the 595-mile route linking Atlanta with Miami came in November, 1927, and Pitcairn Aviation found itself in possession of the "eastern air line," a total of 1,387 air miles from New York to Miami.

The success of its first operations and the significant events that followed led Eastern right up to its recognition today as one of the world's leading commercial airlines.

In 1929, after a year of operation, Pitcairn sold his airline to North American Aviation, Inc. Its name was changed to Eastern Air Transport, and EAT, even during the depression years, continued to flourish and expand.

Passenger service was inaugurated. Such aircraft as Curtiss Kingbirds, Ford Tri-Motors, Stinsons and Curtis Condors were added. During this time, Eastern moved its operating base from Richmond, Va., to more centrally located Atlanta.

In 1933, control of North American passed to the General Motors Corporation. Out of this transaction emerged the figure of Captain Eddie Rickenbacker, who was to provide the guiding influence in the future development of Eastern.

A new corporation, Eastern Air Lines, Inc., was formed in 1934. Routes were extended from Chicago to Atlanta and from Atlanta to New Orleans. Once again it moved its operating base, this time from Atlanta to Miami.

With the appointment of Capt. Rickenbacker as vice president and general manager of Eastern, expansion became the order of the day. Obsolete aircraft were replaced with Douglas DC-2s, followed by the famous DC-3. The latter 1930's saw the transfer of Eastern from General Motors control to a group of friends led by Captain Rickenbacker.

Today, Eastern Air Lines ranks as one of the "Big Four" in U. S. Commercial aviation. Eastern is serving an area reaching from New England and the Great Lakes in the North to Florida and the Gulf states in the South; from the Atlantic seaboard and Puerto Rico in the East to the Mississippi and Texas in the West.

Through the NWA-EAL interchange, the Southeast Atlantic coastal area is linked to the Northwest and to Hawaii, Alaska and the Orient by "one carrier" service for the first time.

WHEN NORTHWEST Stratocruisers inaugurated the NWA-EAL Twin Cities-Chicago-Miami interchange four months ago, EAL pilots received Boeing training in Seattle. Above, NWA Captain Russ Sorkness, second from left, describes Boeing characteristics to EAL pilots A. C. Williams, W. T. Jamieson and R. G. Minick. EAL Super-C Constellations are now flying the interchange. Boeings fly the winter interchange schedule.

Two More Mark 20 Years; Seven Get Fifteen-Year Pins

Two new members joined Northwest Orient Airlines fast-growing 20-Year Club during April. They are:

Roy A. Philblad, mechanical foreman, STP, who joined Northwest April 16, 1935.

Wade B. Stanley, master mechanic, STP, an employe since April 1, 1935.

Both were presented with their 20-year pins at the annual 20-Year Club dinner, April 30, along with 19 other new 20-year club members previously reported. *(A full report of this year's 20-year club dinner will be carried in the June issue.)*

Seven Northwest employes received 15-year pins during April. They are: James W. Barron, Jr., senior radio operator, CLE; Kenneth J. Brinnon, Captain, SEA; A. E. Floan, vice president and secretary, GO; Alfred H. Lohmar, Captain, MSP; James W. Speer, Jr., district sales manager, PDX; Roland T. Thoensen, mechanical supervisor, STP, and George A. Weston, master mechanic, SEA.

Receiving 10-year pins during March were:

Harvey J. Culver, master mechanic, STP; Donald J. Curtis, master mechanic, STP; Robert A. Lanz, equipment serviceman, STP; Joseph V. Rocca, equipment serviceman, GEG; Daniel F. Sowa, senior meteorologist, SEA; Herbert W. Sundberg, crew chief, CHI, and John M. Thompson, transportation agent, BTM.

Believed 1st Built . . .

Stratocruiser Model "Flies" Domestic System

What is believed to be the first large scale flying model of the Boeing B-377 Stratocruiser ever built is now being seen by customers in NWA ticket offices across the nation.

The model was constructed by Alroy D. Piepgras, NWA assistant comptroller, in 1950 in a back-street hobby shop in the Shinjuku district of Tokyo. When Al returned to the U. S. two years ago after six years in the Orient, he shipped his model back with him.

It's now used by the Advertising Department for display purposes and is currently on exhibit in the St. Paul ticket office. It's been used as the feature attraction of many Stratocruiser displays around Minneapolis-St. Paul and elsewhere.

Al, who has constructed model airplanes for a number of years, built the model in six months with the aid of the Japanese hobby shop owner. The plane is made of balsa struts and balsa stripping and weighs about eight pounds. It has a wingspan of approximately five feet.

"READY FOR TAKEOFF" at Holman Field, St. Paul, is what is believed to be the first large flying model of the Boeing Stratocruiser ever constructed. Left is Al Piepgras, NWA assistant comptroller, who built the model in Tokyo in 1950. Al is being assisted by Bill Hoffman, mechanical supervisor of accessory overhaul, who's squirting gas into one of the gigantic Hope-B engines (one-eighth horsepower each) that power the model. It is now used by the Advertising Department for display purposes in cities along NWA's domestic system.

The Boeing is powered by four one-eighth horsepower Hope-B engines, which are Japanese made and which Al feels "are the best engines of their type in existence." The plane holds one pint of gas.

"She's a smooth-flying ship," says Al, "just like the big Boeings. It takes two men to handle her, though, and she needs quite a bit of runway for takeoff."

The model has about three hours of flying time logged. It's handled at the end of a 60-foot guidewire. It was constructed from Boeing plans and is an exact scale model all the way.

The model was "grounded" temporarily in April, 1952, when Northwest inaugurated Stratocruiser service over its "Great Circle" route between the U.S.A. and the Orient. It was painted Northwest colors and put on display in NWA's Tokyo City Ticket Office, where it attracted throngs.

Since 1950, other large Boeing models have been constructed and flown, but as far as Al knows, his was the first.

Piepgras joined Northwest Orient Airlines 16 years ago as a clerk at the St. Paul airport. During his six-year stint in the Orient he held down various jobs with the company. Before returning to the U. S., he was administrative assistant to the vice president-Orient Region.

Editorials

THE CHRISTIAN SCIENCE MONITOR

Features

BOSTON, MONDAY, MAY 23, 1955 "First the blade, then the ear, then the full grain in the ear" C (R)

May, 1955

Flying Is a Relative Thing

An Intimate Message From New York

By Harry C. Kenney

NEW YORK

Capt. Walter Bullock is probably this minute flying a giant super-turbo-compound Constellation at a 300-mile clip over the broad Pacific to the Orient. The fact that this man is comfortably and safely maneuvering 137,500 pounds of airplane, cargo, and passengers at 20,000 feet in the air is not particularly important. It is being doné many times every day and night throughout the world.

What is interesting is that Captain Bullock's flying experience spans the whole era of commercial aviation, and he is still at the controls of one of Lockheed's most powerful long-distance planes. It emphasizes the enormous expansion aviation has made within one adult's flying experience.. His career parallels the growth of commercial aviation.

Captain Bullock learned to fly in 1916 and was credited with being the youngest pilot in America. His lessons took 486 minutes at $1 a minute. He was a World War I pilot and following this experience he established one of the first speed records—68 miles an hour—in 1919.

He was a World War II pilot in the China-India-Burma theater, headed an ice research unit for the United States Air Force, competed four times in Bendix air races, has 25,000 hours pilot time in the air, and has flown about every type aircraft except rockets. His picture hangs in the Aviation Hall of Fame, Washington, D.C.

But this sort of biography could go on for pages. Captain Bullock's 39-year career in the air reads not only like a modern history of aviation but an Alice in Wonderland account of the birth, growth, and maturity of a major industry in this country.

And here is the dramatic comparison. This man began to feel the wind in his face, the thrill of solo flight, with a 1907 model Wright pusher plane—the kind that had warped wings, bicycle wheels, and the pilot's seat sticking out in front of the machine.

He has since built his own ship—a replica of the 1907 job. He haunted machine shops, old hangars, and aviation parts dealers from coast to coast. Gradually he acquired most of the materials he needed for his "pusher." The parts he couldn't find, he made himself.

When Captain Bullock took off for his first spin he had a "deluxe job" weighing 700 pounds costing him a hard-earned $3,000. The "deluxe" part included an oil gauge and duraluminum in place of the original spruce and bamboo struts. He got it off the ground and soared into the air at 50 miles an hour.

In 1926, a company known as Northwest Airways—now Northwest Orient Airlines—began an air-mail service between Twin Cities and Chicago and was soon flying passengers in small Stinson planes. Captain Bullock joined up with this budding aviation firm as a pilot.

Today, when this man takes over the controls of a Constellation, pointing its nose toward the Far East, he has under command an airplane that represents millions of man-hours of work. If Captain Bullock was to build this ship—assuming he had the know-how—it would take him a matter of centuries.

It will carry 47 passengers in transoceanic siesta arrangement; 59 to 63 passengers in luxury configuration; or 94 passengers in tourist style.

Even this experienced pilot gets a thrill out of lifting this giant ship—with a length of 116 feet and a wing span of 123 feet—into the air after a 5,000-foot run with all four engines roaring with precision.

Captain Bullock's antique pusher contained a 75-horse-power engine and a maximum speed of 55 miles an hour. The four Wright turbo-compound engines provide 3,250 bhp each, for a total take-off power of 13,000 bhp. He cruises at 22,600 feet, has three-blade, antiicing, full feathering, reversible pitch propellers.

His Lockheed G has weather surveillance-navigational radar and he can "see" storms, terrain, snow, and can avoid turbulence. The plane has analyzers of all sorts that inform the engineer about the running condition of the plane. There are automatic and manual-controlled features that require highly skilled men within the pilot's cabin.

The ship flies through the night, the daytime, and bad weather. Safety factors within the plane and ground controls have combined to make flying an everyday safe affair.

But to "Walt" Bullock his future is all before him. As he puts it, "we're just getting started good on this flying business."

TO Mr. Murrow

FROM Rebe Holder

August 8, 1955

Jesse asked me to tell you that
Dick Powell and his wife June Allison
are set for the first PERSON TO PERSON
show and the attached wires were sent.

P&P

Ruby Cowan
226 North Canon Drive
Beverly Hills, California

Ed Murrow and I delighted news Dick and June agreeable appear our opening show September second. Ed sending them telegram this afternoon. Will have CBS representative and phone company experts survey house later this week after contacting you. regards

jesse zousmer

Mr and Mrs Dick Powell
3100 Mandeville Canyon
West Los Angeles
California

Delighted at news you both agreeable have us visit your house September second. Looking forward to it with much enthusiasm. Will phone you when I return to city. My best.

Edward R. Murrow

charge to: person to person

See General Correspondence 1955 for original and brochure

P-P
Roosevelt, A.B.
Dr Ralph Bunche

THE ALLIANCE, Inc.

200 EAST 66th STREET NEW YORK 21

Templeton 8-3625

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ZYGMUND DOBBS
Research Director

July 19, 1955

R. C.

Mr. E. R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Ave.
New York 22, N. Y.

Dear Mr. Murrow:

I cannot help wondering what is wrong with American industry today. The tremendous growth of our industry is one of the shining examples of what can be done in a free enterprise system. In spite of that, the management and directors of many of these companies are constantly supporting, in one way or another, leftist sympathizers and leftist propaganda. All this leads up to the fact that I happened to hear Edward R. Murrow's second showing of Dr. Ralph J. Bunche, once on "Person-to-Person" and the second time on "See It Now." It was almost sickening to watch and listen to his speech before the graduating class of young students. It was even more sickening to think that such stuff was being dished out because it was made possible by the money collected from free enterprise.

I am enclosing a brochure on Dr. Ralph J. Bunche and hope that you will read it carefully. You may rest assured that all of the facts in it have been carefully documented. Also, there are many other facts which, if you would take the trouble to go to a public library and look up the references in the brochure, you would be astonished to learn. As you will see, if you take the trouble to read it, the brochure clearly shows the leftist sympathies of Bunche over a long period of years. I can find no denial by him or repudiation of these sympathies.

A copy of this brochure is being mailed to every officer and director of the Aluminum Co. of America and the Columbia Broadcasting System.

Very truly yours,

Archibald B. Roosevelt

Archibald B. Roosevelt
President

ABR:C

P20P

May 17, 1955

Dear Mr. Roberts:

Many thanks for your letter of May 6th.

I have not yet had an opportunity to call your letter to Mr. Murrow's attention but shall do so at the earliest possible opportunity, and will then let you know whether there is any likelihood of PERSON TO PERSON inviting Dr. Alexander Lippisch to appear on the program.

In the meantime thank you for your thoughtfulness in making the suggestion.

Sincerely yours,

KAY CAMPBELL,
EXECUTIVE ASSISTANT

Mr. Ford Roberts
Radio Station WMT
Cedar Rapids, Iowa

fc

WMT
Basic Columbia Network
IOWA'S FINEST FREQUENCY
PARAMOUNT THEATRE BUILDING
CEDAR RAPIDS, IOWA

May 6, 1955

Miss Kay Campbell
Executive Ass't To EdwardR. Murrow
485 Madison Ave.,
New York 22, New York

Dear Miss Campbell,

I am addressing this letter to you in the hope that if you think it would be of interest to Mr. Murrow you would bring it to his attention.

We have here in Cedar Rapids a man whom I feel would make an excellent guest on Mr. Murrow's "Person to Person" television program. I am referring to Dr. Alexander Lippisch, formerly the chief design engineer for the Messerschmitt Aircraft works in Germany. Near the conclusion of World War II, Dr. Lippisch fled the Nazi regime and obtained asylum with the American Military Government. He requested permission to come to the United States where he hoped he could make his knowledge available to our government. Subsequently, he was hired by the Collins Radio Company of Cedar Rapids to head their Aeronautical Research Department.

Two of Dr. Lippisch's most widely acclaimed accomplishments are: The development, in the late 1920's, of the Delta wing design; the type of wing now being used by our government in their recently developed V.T.O. plane. And, the design and construction of the first jet-powered fighter plane ever used in combat. While developing this plane, Dr. Lippisch obtained actual flight speeds in excess of 600 miles per hour in 1939, at which time our American planes had barely reached the 400 m.p.h. mark.

At the present time, Dr. Lippisch is conducting a series of programs on WMT TV entitled, "The Secret of Flight". Although quite technical, it has enjoyed a large following. This, of course, is in addition to his work with the Collins Radio Company.

This, I believe, will give you some idea of what type of guest Dr. Lippisch would be. If you feel Mr. Murrow might consider Dr. Lippisch as a future guest on "Person to Person" and would like further information, I will be glad to put you in touch with Dr. Lippisch personally, or with our Department of News and Public Affairs.

Very truly yours,

Ford Roberts

Ford Roberts
Radio Station WMT, Cedar Rapids, Iowa

Columbia Broadcasting System, Inc. P to P F. 502

OFFICE COMMUNICATION

To Mr. Van Volkenburg cc: Mr. Aaron

From Mr. Murrow

Station

May 3, 1955

We are pretty well booked for PERSON TO PERSON for the remainder of the season. We will consider Governor McKeldin, who is by the way a friend of mine, for the autumn.

E.R.M.

rh

P&P

May 3, 1955

Dear Mrs. Peale:

Thank you for your letter and for suggesting Mildred Dilling. We are committed for the remainder of this season, but we shall consider her for next season.

We are enjoying the farm in Pawling. I am deeply distressed that I will not be introduced by you at the dinner for Mary Taber, but I will be in London for the elections.

Sincerely yours,

Mrs. Norman Vincent Peale
1030 Fifth Avenue
New York 28, New York

rh
bc: Mr. Aaron - plus correspondence

P&P

COLUMBIA BROADCASTING SYSTEM

Office Communication

to: Mr. Edward R. Murrow April 7, 1955

from: Howard L. Kany cc: Messrs. Mickelson, Gitlin, Harris, Howell

As you probably know, we have in production a pilot, EYE ON THE WORLD film. EYE ON THE WORLD is being planned as a 30-minute weekly series backgrounding the news.

We expect to have the pilot completed by May 1 and full production is anticipated as soon thereafter as feasible, possibly by July 1.

John Howell, CBS Television Film Sales account executive, has been discussing the possible sale of EYE ON THE WORLD with Bob Swan, Radio and Television Vice-President of the Katz Agency in Baltimore representing the American Oil Company. Mr. Howell detects some interest on the part of Mr. Swan for EYE ON THE WORLD as a network summer replacement for Person to Person. I thought you would like to know of this as Mr. Swan said he may be talking with you tomorrow. It's our understanding that any decision that might come would have the approval of Art Lund of Campbell-Mithun, Inc. (for Hamms Beer).

EYE ON THE WORLD is to be produced as a high quality current affairs program focusing attention during each weekly film on typical individuals as they are affected by the trend of significant news events. For example, among the stories to be treated in the pilot are:

Tension in the Formosa strait
Fast turnover of French premiers
The current stock market trend, and
The debut of big league baseball in Kansas City.

EYE ON THE WORLD is to be a Newsfilm production using the full facilities of Newsfilm and the entire department of News and Public Affairs. Needless to say, we would be most pleased and proud if it were selected as a Person to Person replacement program.

HLK:dm

P to P

CBS TELEVISION

Office Communication

7

to: Richard Salant cc: E.R. Murrow

from: Jesse Zousmer

March 16, 1955

Ed Murrow has asked me to remind you that we did Rabbi Silver on PERSON TO PERSON on November 12th. Silver mentioned the Jewish Tercentenary.

And unless I'm mistaken you might ask Milton Krents whatever happened to Dr. Wahsman. About a year ago I talked with Krents... (I'm fairly certain...) about Wahsman. Krents was to set it up and call me back. He never did.

Also: Irving Berlin doesn't want to play with us and we have doubts about Mr. Baruch's hearing.

J.Z.

r.r.

CBS RADIO

Office Communication

to: Mare Gruner

from: Ed Murrow

March 8, 1955

Dear Mare,

Many thanks for your suggestion of Philip Wylie as a guest on PERSON TO PERSON. I would like to do him but there are technical reasons why we can't get out of Miami at present.

We'll keep him on the list.

Sincerely,

ilzy

TO: ed

FROM: jz

re Marc Cramer's suggestion of Wylie from Miami.. we can't get out of there at present.

CBS TELEVISION

Office Communication

to: Mr. Edward R. Murrow

from: Marc Cramer ext 7379 Feb. 21st 1955

N.G.

Dear Ed,

What about using PHILIP WYLIE on your PERSON TO PERSON show some night. He has a beautiful home in Miami, Fla. and I took a hunk of film on him last Friday (1 min.) for use on YOUTH TAKES A STAND and he was great. I called him to thank him and mentioned that you might be interested in doing him on PTP...he seemed interested tho awfully busy at the moment. I think it would make a good show.

Best

Abner

P. S. His address and home number:

7450 S. W. 47th Court, Miami, Fla. (home)
Mohawk 1-4955 (home)

P to P

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

W. P. MARSHALL, PRESIDENT

FX-1201

(59)

SYMBOLS

DL = Day Letter

NL = Night Letter

LT = Int'l Letter Telegram

VLT = Int'l Victory Ltr.

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

1955 JAN 29 PM 1 -05

NA042 DL PD=NEW YORK NY 29 1150AME=

EDWARD R MURROW, CARE CBS=

485 MAD AVE 21 FL=

MANY THANKS FOR A MOST WONDERFUL AND THRILLING EXPERIENCE. DAVE CHUCK AND THE REST OF YOUR GANG COULD NOT HAVE BEEN NICER. WE THOROUGHLY ENJOYED THE WHOLE THING. THANKS AGAIN AND VERY BEST REGARDS.

SINCERELY=

JEAN AND LOU AUER=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Office Communication

to: Mike Foster cc: Ed Murrow

from: Jesse Zousmer

7

January 10, 1955

Mr. Murrow has turned over to me a letter from Will Jones of the Minneapolis papers suggesting that you told Jones that Mr. Murrow "had turned down a request for an at-home session because of a personal policy of not involving your home and family in business matters."

From time to time Ed may have so told some interviewers. But the fact is that more than a dozen publications have carried stories and pictures taken of the Murrows at home in New York or at Pawling.

For the future: the reason Mr. Aaron and I have suggested that no reporters be allowed to visit the Murrows at home is a simple one. When the time comes we think it should be done logically by PERSON TO PERSON cameras. I attach for your perusal some 20 odd of the most recent suggestions from viewers that they'd like to visit the Murrows at home. Further, at least a half dozen reporters in the New York area have been refused permission to do a PERSON TO PERSON interview with Mr. Murrow at his home.

Jones' point that he had to "laugh" at the idea that Mr. Murrow was refusing visits at his home for a "personal policy" is well taken.

J. Zousmer

nic

CBS

October 10, 1961

NOTE FOR: Person to Person
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Mr. Murrow says that the attached letter must have been written by a "nut" and means nothing to him. He suggests that it be filed at C. B. S.

Dorothy Baas
Secretary to Edward R. Murrow

Attachment

Oct. 2 letter from Vera R. Stevenson-Gardiner "to release E. R. M. from all monetary & personal obligations because of a TV show done in her husband's home"

At New Orleans recently, Dr. Stanton in the course of an address referred to the recent quiz program disclosures and announced that because of the inherent impossibility of policing their production, CBS had decided to eliminate from its program schedule all programs based upon contests for large sums of money or lavishly expensive prizes. He went on to say that "this single action will not accomplish our aims....we do propose to be more certain in the future that it is we and we alone who decide not only what is to appear on the CBS Television Network, but how it is to appear. We accept the responsibility for content and quality and for assurance to the American people that what they see and hear on CBS programs is exactly what it purports to be. . . Details of how this general policy is to be implemented will be revealed step by step as they are developed."

After the inclusion of those statements in a prepared address, and although no programs were therein referred to by name, in the course of a telephone interview from New Orleans with a New York reporter, Dr. Stanton referred, among other things, to certain interview-type programs which might possibly require examination as to whether or not there had been sufficient disclosure that they were not entirely unrehearsed. Included among the programs thus named were PERSON TO PERSON, a program originated by Edward R. Murrow and his associates but for some time past and now owned by CBS.

No suggestion was made by Dr. Stanton that PERSON TO PERSON was not a highly desirable program or that there had been included in its format any such deceits as had been involved in certain quiz programs. Dr. Stanton's reference to PERSON TO PERSON was rather by way of explaining by example the statement in his New Orleans address that CBS would not stop with its action of eliminating quiz programs whose inherent nature tempted the use of deceitful practices, but would go beyond the elimination of deliberate deceit to make certain that in the future there would not be even unintentional deception and that all of its programs would be revealed to be exactly what they are.

In the case of PERSON TO PERSON there never had been any affirmative suggestion that the show was not prepared and rehearsed. In the nature of the program it had to be - and a knowledge of that fact by the public would not detract in any degree from the success or appeal of the program. It was Dr. Stanton's statement that in the case of programs such as PERSON TO PERSON, and other interview programs, it would be affirmatively indicated in the future - and there is no reason why it should not be so indicated - if they are not entirely spontaneous.

No suggestion was intended that either Mr. Murrow or his associates had been lacking in integrity in the past production of PERSON TO PERSON.

Mr. Murrow's comments on Dr. Stanton's statements were made in London without a full realization of the background facts and in the mistaken belief that his integrity and that of his colleagues as producers had been attacked. In those circumstances his remarks were, perhaps, unduly vitriolic. Mr. Murrow not only applauds and vigorously supports, but has previously advocated, the CBS basic policy of assuming responsibility for what appears on the network and how it appears and for seeing to it that in the future its programs will be exactly what they purport to be. Mr. Murrow will conform to that policy by continuing to produce his own programs in full accordance with the principles.

Mr. Murrow, still on leave in London, authorized the comment that "If this policy is carried out - is generally supported by the industry, by sponsors and the public - television will become, as a result of CBS leadership, a more reliable and responsible medium."

P-P

Burke - CBS

FORM 2—(6/58)
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THE FOLLOWING CABLEGRAM WAS RECEIVED "VIA COMMERCIAL"

EDC1297/CBS3 NEWYORK 142/1/50 23 315P

ED MURROW COLBROSYS LONDON

AARON AND ZOUSMER SAY THEY RECEIVED FOLLOWING FROM STANTON QUOTE I HAVE JUST READ YOUR LETTER OF TODAY STOP PARAGRAPH MY STATEMENT THAT IN THE FUTURE WE WANT ALL CBS PROGRAMS TO BE EXACTLY WHAT THEY PURPORT TO BE WAS CERTAINLY NOT INTENDED AS A SLUR

Sent 9/5

Commercial Cables

SUBSIDIARY OF
AMERICAN CABLE & RADIO CORPORATION

SEND REPLY
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OR
TELEPHONE YOUR MESSAGE
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All America Cables and Radio

1959 OCT 23 PM 8 34 .6

RAD EDC

HEAD OFFICE:
27/33, WORMWOOD STREET,
LONDON, E.C.2.

THE FOLLOWING CABLEGRAM WAS RECEIVED "VIA COMMERCIAL"

A1

EDC1297/CBS3 ED MUR 2/50

ON PERSON TO PERSON COMMA ITS PRODUCERS AND STAFF COMMA OR ON THE MANY GUESTS WHO HAVE APPEARED ON THAT PROGRAM STOP INDEED COMMA IT REFERRED TO A PRODUCTION PRACTICE FOR WHICH COMMA AS I HAVE ADMITTED COMMA WE AT CBS HAVE BEEN AT LEAST AS RESPONSIBLE AS ANYONE ELSE

Sus 9/59

Commercial Cables

SUBSIDIARY OF
AMERICAN CABLE & RADIO CORPORATION

SEND REPLY
"COMMERCIAL"
FOR A MESSENGER
TO COLLECT
OR
TELEPHONE YOUR MESSAGE
TO
LONDON WALL 5678

Commercial Cables

A. C. & R. SERVES THE WORLD BY CABLE AND RADIO

Mackay Radio

All America Cables and Radio

HEAD OFFICE:
27/33, WORMWOOD STREET,
LONDON, E.C.2.

THE FOLLOWING CABLEGRAM WAS RECEIVED "VIA COMMERCIAL"

AL EDC1297/CBS3 ED MUR 3/42

STOP PARAGRAPH ALL I HAVE ASKED OF YOU IS THAT YOU INFORM THE VIEWEING PUBLIC OF THE PRODUCTION PRACTICES ON PERSON TO PERSON SO THAT THE PROGRAM CAN BE EXACTLY WHAT IT PURPORTS TO BE SINCERELY CC TO MURROW UNQUOTE REGARDS

BURKE

Sorry

-0-

(MURROW)

T-V COMMENTATOR EDWARD R. MURROW HAS SEVERELY CRITICIZED THE PRESIDENT OF THE COLUMBIA BROADCASTING SYSTEM, FRANK STANTON.

MURROW SAID, AND THESE ARE HIS WORDS, "DR. STANTON HAS FINALLY REVEALED PUBLICLY HIS IGNORANCE BOTH OF NEWS AND THE REQUIREMENTS OF TELEVISION PRODUCTION. HE SUGGESTS THAT PERSON-TO-PERSON, A PROGRAM WITH WHICH I WAS ASSOCIATED FOR SIX YEARS, WAS NOT WHAT IT PURPORTED TO BE. I AM SORRY THAT DR. STANTON FEELS THAT I HAVE PARTICIPATED IN PERPETRATING A FRAUD UPON THE PUBLIC."

MURROW CONTINUED, AND AGAIN WE QUOTE, "MY CONSCIENCE IS CLEAR. HIS SEEMS TO BE BOTHERING HIM."

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-0-

Stanton, F.
4-C-10

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Stanton, F

COLUMBIA BROADCASTING SYSTEM, INC.

485 Madison Avenue, New York 22, New York · PLaza 1-2345

FRANK STANTON
President

October 22, 1959

Messrs. John A. Aaron
and Jesse Zousmer
PERSON TO PERSON
501 Madison Avenue
New York 22, New York

Dear Messrs. Aaron and Zousmer:

I have just read your letter of today.

My statement that in the future we want all CBS programs to be exactly what they purport to be was certainly not intended as a slur on PERSON TO PERSON, its producers and staff, or on the many guests who have appeared on that program. Indeed, it referred to a production practice for which, as I have admitted, we at CBS have been at least as responsible as anyone else.

All I have asked of you is that you inform the viewing public of the production practices on PERSON TO PERSON so that the program can be exactly what it purports to be.

Sincerely yours,

/s/ FRANK STANTON

cc Mr. Edward R. Murrow

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/s/ FRANK STANTON

cc Mr. Edward R. Murrow

COPY

CBS TELEVISION

Office Communication

to: E. R. Murrow

from: Aaron & Zousmer

June 25, 1959

Yesterday, after word got around that Godfrey would not do P to P next fall, Charlie Andrews, who Jim Seward had told us would produce P to P for Godfrey, asked to talk to our staff. He told them that he had acted under the best of intentions and information when he previously told them they would be kept on, as a group, next season. He explained that now, he, too, was, in effect, without a producer's job.

Following a day of variable rumors, Mike Dann came over to our shop to talk to the staff today. He suggested that he would like to speak to the group without A and Z being present.

We have now learned--no great reportorial "digging" involved--that Dann has told them that they will all be re-hired next season with the possible exception, as we get it, of "the Assistant"... whoever that is.

Anyhow, as of 4:30 PM today, there is some assurance that most of the staff will be re-hired next year.

A & Z

AZ

10/15 Call Clifton

Person. To - Mrs

CBS TELEVISION

Office Communication

to: E. R. Murrow

from: J. Zousmer June 2, 1959

As part of my official duties -- assuring very competent, well-spoken women that they need have no fears on P-to-P -- I had a long conversation this morning with Mrs. Anna Rosenberg.

I think I've assuaged her fears. But I give you fair warning now that it may be difficult to restrain her from complimenting you in public. After all, she told me, she told Bill Paley everything she wanted to tell him about you.

Incidentally, we may hit a small ten-strike on her relations with General Marshall. It's a delicious morsel: The General is the only man she ever met who had no feeling...prejudice... re women, "because he has such complete love and respect for Mrs. Marshall."

I'm sure Sheila has noted that we have scheduled drinks with Mrs. Rosenberg at 4:00 PM, Thursday, June 11.

J.Z.

jmi

TO erm

FROM jz

4/30/59

Boy, we're getting closer.

FYI, on May 1th, weare doing songwriter Julie Styne and using the roof at 580 Park for our transmitter. Superintendent Downing offered us the whole building..just so you know.

D TO P

CBS TELEVISION

Office Communication

to: E. R. Murrow

from: J. Zousmer April 15, 1959

F.Y.I. -- We have arranged for Whitney North Seymour to share P-P with Isaac Stern, April 24. For May 1, it's Cadet Pete Dawkins at West Point with Gale Storm from Hollywood.

Mrs. Lasker has accepted for May 22.

J.Z.

jmi

P. & P.

CBS NEWS

Office Communication

to: J. Aaron
J. Zousmer

from: E. Murrow

March 16, 1959

The new Indian Ambassador is one of the most remarkable men I have ever met. His credentials are attached, together with the card of his Press Attache.

The Indian Embassy is a remarkable place and I think we ought to do Chagla sometime this Spring.

E.R.M.

jmi
Att.

Press Clip

TV What's On? RADIO

Godfrey to Spell Murrow On 'Person to Person'

By KAY GARDELLA

Arthur Godfrey will definitely replace Edward R. Murrow on "Person to Person" during the '59-'60 season, when the CBS commentator takes a year's sabbatical from his network chores to "travel and learn more."

In announcing this yesterday, CBS was uncertain whether Murrow would resume his duties on the interview stanza when he returns to work in July of 1960. Hubbell Robinson, veepee in charge of network programs, commented: "We haven't nailed this down yet." Murrow said: "No one makes a plan a year in advance."

Following this, the chain-smoking commentator said that he definitely plans to return to CBS July 1, 1960—the date set in his letter to President Frank Stanton, in which he requested the leave of absence. He denied rumors suggesting he'd team up with another network after the 12-month layoff. "I have a long-term contract with CBS," he insisted. Just how long neither he nor anyone else at the web would say.

Arthur Godfrey

Edward R. Murrow

News Shows Dropped

Regarding Murrow's 7:15 P.M. radio newscast, John Day, director of news for CBS, said yesterday that they would be scrapped after he leaves. "World Tonight," the news roundup show will be inserted, only it will be extended to a half hour. When it begins its new run in July, Blair Clark will be anchorman, with CBS analysts such as Eric Sevareid and Howard K. Smith probably used from time to time.

Murrow informed us yesterday [illegible] the remaining "Small World" shows this year and approximately half of them during the '59-'60 season. "Because of the flexibility of the format," he explained, "I can originate a show from almost anywhere on the globe." When he doesn't appear, he'll be replaced by CBS commentators yet to be named.

As to the hour-long TV documentaries which Murrow and co-producer Fred Friendly were working on, things are uncertain. Day said he didn't know whether there were any plans to put any more of these on before Murrow leaves.

However, an informed source said "two more would be done between now and the first of July." One of them will be on Canada, covering business, the St. Lawrence Seaway, and trade between the two nations.

It Was No Surprise

Murrow's decision to quit for a year climaxes a long period of strained relations with the CBS brass. Once conceded to be the fair-haired boy in the news field, Murrow has been losing his status with the network for some time.

It started back in 1956 when his program "See It Now" series ran into sponsor difficulty and was subsequently dropped from the CBS schedule. He refused to accept a Sylvania award for the show after it had been a[illegible]. Later, in November, Murrow was handed a lowly chore to perform on election night. At the time, however, he insisted it was a satisfactory assignment. The final blow came when the double-domed newscaster made the front pages with a broadcast about call girls entitled "The Business of Sex."

Murrow, it was reported, was angry because CBS didn't stand by him during the furor. Yesterday, he told us, he was not "angry" at the position CBS took. "I was just interested," he commented.

As he pointed out last night on the Douglas Edwards newscast (CBS-TV, 7:15 P. M.), these "arguments with the CBS management" are not the reason for this move. At 50, he said, he just wants to catch up on some rest and learning.

MACY'S TV &

Ed — FYI — Jo

P.rop.

V

14 LA NY 2-9-59

JOHN AARON

CC JESSE ZOUSMER

PERSON TO PERSON

DAILY VARIETY TODAY QUOTE..

REAL GROWN-UP TELEVISION THE MEDIUM AT ITS VERY BEST MUST HAVE BEEN THE SETSIDE REACTION TO EDWARD R MURROWS LIVE INTERVIER WITH CUBAS FIDEL CASTRO IN HAVANA ON LAST FRIDAY NIGHTS PERSON TO PERSON BOTH CBS AND MURROW STRUCK A PROUD NOTE FOR TV TO SILENCE FOR A TIME THE CLAIM OF CRITICS THAT THE MEDIUM HAS GONE SOFT AND JUVENILE THAT IT WAS LIVE MADE IT ALL THE MORE EXCITING AND REWARDING UNQUOTE

CONGRATULATIONS

JACK BECK

P to P

CBS TELEVISION

Office Communication

to: E. R. Murrow

from: J. Zousmer

This is our tentative Castro script written after a half hour with Fidelito (I checked and it's proper and gracious of you to so address the kid) with Papa still in the woods doing whatever the hell you do in the woods.

Maybe Johnny will see him by 3 PM our time -- although all of this meets with the approval of the Important Ladies of the Hilton.

Oh well, Rockwell can go for an hour and a half!

2-

1. GOOD EVENING FIDEL. SO MUCH HAS HAPPENED IN THE PAST FEW WEEKS ~~I HAD I WON'T BORE ARE WHATIS NEW~~. BUT YOU'RE STILL LOOKING WELL...AND QUITE RELAXED. (FIRST TIME BEEN OUT OF MILITARY CLOTHES)

2. (~~[illegible]~~ (ON ED OFF MAT)

AT THE AGE OF THIRTY-TWO YOU NOW HAVE IN YOUR HANDS MUCH POWER...AND MUCH RESPONSIBILITY. AREN'T YOU A LITTLE FRIGHTENED BY THIS?

3. WHAT ABOUT YOUR PERSONAL SAFETY? THIS IS SOMETHING YOU MUST THINK ABOUT --OR DOESN'T IT WORRY YOU? ~~IMAGINE YOU CAN'T WALK SEEMING ABOUT ...OR DO YOU?~~ (TELLS OF TAKING WALKS AT NIGHT ALONE, MEETING AND TALKING TO ADMIRERS ON STREET)

4. ARE YOU CONCERNED AT ALL ABOUT THE COMMUNIST INFLUENCE IN CUBA?

4.

FIDEL, I'M TOLD THAT

5. ~~I BELIEVE~~ YOU SAW YOUR MOTHER FOR THE FIRST TIME IN FOUR YEARS THIS CHRISTMAS EVE. THAT MUST HAVE BEEN QUITE A REUNION. WHAT DID SHE HAVE TO SAY TO YOU.

6. AND I'M SURE SHE ASKED ABOUT HER GRANDSON. WASN'T FIDELITO SUPPOSED TO BE WITH US TONIGHT? (YES, HE CALLS SON INTO ROOM, CARRYING DOG)

X.

7. (WHEN SEE FIDELITO AND DOG)

HELLO, FIDEL, JR. THAT'S A GOOD-LOOKING PUPPY YOU HAVE THERE. IS HE YOURS? (NO, GIVEN BY ~~XXXXXXX~~ ADMIRER TO FATHER, BUT HARD TO HOUSE-TRAIN)

8. ~~(TO FIDELITO)~~

FIDELITO, DO YOU HAVE A DOG OF YOUR OWN? (YES, 2 DOGS, ~~[illegible]~~ ~~[illegible]~~)

8A- WHAT KIND ARE THEY?

9. FIDEL, WHEN WAS THE LAST TIME YOU WERE IN THE UNITED STATES?

10. WHEN DO YOU THINK YOU'LL BE VISITING US AGAIN?

11. WILL THAT BE WITH THE BEARD...OR WITHOUT IT? (PLANS TO SHAVE IT OFF NEXT JULY 26)

12. FIDELITO, HAVE YOU HEARD FROM ANY OF YOUR ~~CLASSMATES SINCE YOU LEFT BURGOS IN NEW YORK TO RETURN TO SPAIN?~~ FRIENDS AT SCHOOL IN N.Y? (CUE FOR SON TO GO TO PIANO TO SHOW BOOK OF LETTERS)

13. (AFTER SEE BOOK OF LETTERS)
WHAT DID THEY SAY?
~~WOULD YOU READ US ONE OF THOSE LETTERS, FIDELITO?~~
~~(HEN READS ONE LETTER)~~ COVER INSCRIPTION)

14. ~~(AFTER FIDELITO READS LETTER)~~ COVER)

THANK YOU VERY MUCH, FIDELITO. WE WON'T KEEP YOU UP ANY LONGER. FIDEL, WERE YOU AS GOOD-LOOKING AS YOUR SON WHEN YOU WERE HIS AGE? (CUE TO OTHER ~~(SON LEAVES ROOM AS FATHER GOES TO OTHER~~ ROOM TO SHOW PHOTO OF SELF AS CHILD)

15. (AFTER SEES PHOTO ~~OF FIDEL AS HE SITS DOWN~~)

YOUTH IS A WONDERFUL PERIOD IN A MAN'S LIFE, THOUGH SOMETIMES WE APPRECIATE IT TOO LATE. FIDEL, WHAT DO YOU REMEMBER MOST ABOUT YOUR CHILDHOOD?

16. THE ~~NEX~~ CUBAN LIBERATOR, JOSE MARTI, WAS A PARTICULAR HERO OF YOURS. MANY OTHERS WHO HAVE TAKEN PART IN LIBERATION MOVEMENTS...THE SUCCESSFUL ONES...HAVE MENTIONED THE ELEMENT OF LUCK. DO YOU BELIEVE IN LUCK?

17. WAS THERE EVER A TIME IN THE FIGHT THAT YOU LEAD, THAT YOU THOUGHT THINGS MIGHT NOT WORK OUT...THAT SOMETHING WOULD GO WRONG?

18. WHAT ABOUT THE TRIALS? IF THEY WERE STARTING ALL OVER AGAIN, WOULD YOU LIKE TO HAVE SEEN THEM HANDLED ANY DIFFERENTLY?

19. FIDEL, WHAT DO YOU WISH MOST FOR YOUR COUNTRY IN THE MONTHS AHEAD?

6).
20. GOODBYE TO FIDEL AND SON.

(FILLS)

A. WHAT PLANS DO YOU HAVE FOR REVIVING THE TOURIST TRADE IN CUBA.

B. WHEN YOU HAVE A MOMENT OR TWO TO RELAX, DO YOU EVER GET TO TAKE A SWIM OR SEE A MOVIE.

C. CAN YOU REMEMBER THE LAST BOOK YOU READ?

D. MEN WHO WOULD YOU SAY ARE THE REAL HEROS OF THE REVOLUTION?

PoP

CBS TELEVISION

Office Communication

to: Messrs. Aaron and Zousmer — cc: Mr. Murrow

from: Paul A. Rosen — February 3, 1959

I recently advised you of a possible pre-emption of PERSON TO PERSON on April 10, 1959.

I am now advised that this pre-emption will not be effected.

P. A. R.

PAR:jr

Person to Person

CBS TELEVISION

Office Communication

to: E. R. Murrow

from: J. Aaron January 30, 1959

Thought you'd be interested in knowing that Grant Tinker and the boys at Revlon are delighted with an advance Nielsen rating they got on PERSON TO PERSON the first two weeks of January.

We averaged 25.5 with roughly a 40% share of audience, and an estimated 10½-million homes, or close to 30-million viewers.

John

J.A.

jmi

TO Sheila

FROM J. Zousmer

F

1-29-59

U R G E N T

Please show this to Mr. Murrow as soon as possible. We would like it decided before the day is out.

CBS TELEVISION

Office Communication

to: E. R. Murrow

from: J. Zousmer January 29, 1959

French Television is "desperately" trying to get our Genevieve kinescope for use at the time the girl is in Paris with the Paar show.

Evidently the French have called Stanton, Cowan, et al.

Genevieve and her manager have no objections. Johnny and I don't either.

I gather no money is changing hands (a new gambit for CBS).

You approve?

J.Z.

jmi

Person To Person

CBS TELEVISION

Office Communication

to: Messrs. Aaron and Zousmer

cc: Mr. Murrow

from: Paul A. Rosen

January 26, 1959

The broadcast of PERSON TO PERSON now scheduled for April 10, 1959, is tentatively subject to pre-emption. As soon as we have definite information on this, I will advise you, but, in the interim, I would suggest that you continue planning for a program on that date.

P. A. R.

PAR:jr

Person To P.

January 13, 1959

Dear Mr. Ouimet:

Before PERSON TO PERSON goes visiting again this Friday, I must relay to you the excellent report we received from Mr. Sammon and Mr. Moore of my staff on the complete cooperation given them by all members of your technical department, particularly Mr. Cecil Browne.

Down here in New York we were very much impressed with the picture quality and audio you sent us.

And I'm sure that the behind-the-scenes effort of your technical people was a major factor in the whole production.

I do hope that someone has relayed to you the words of appreciation that Mrs. Karsh spoke after the show was over.

All of us are determined to drop into Canada homes more often.

Sincerely,

Edward R. Murrow

Mr. J. Alphonse Ouimet
President, Canadian Broadcasting Corp.
140 Wellington Street
Ottawa, Canada

jmi
cc: Mr. W. J. Dunlop

CBS TELEVISION

Office Communication

to: Lou Cowan cc: Harry Ommerle

from: John Aaron & Jesse Zousmer

December 22, 1958

We see by Time Magazine of December 22, 1958...newspapers not being available...that at a recent news conference President Eisenhower said in part: "What I would like to get help in pleading for throughout the country is respect for the law."

We propose a one-hour "spectacular" to be called "The Law".

It would have no direct reference to the situation in the South today, but its story would be unmistakable.

We foresee enlisting the President's participation even though the program will be sponsored.

"The Law" would be as exciting a show as the law and its place in this nation has been.

It would speak of the law of the Old West and the law of the jungle, the written law and the unwritten law.

It would speak of lawyers like Samuel Leibowitz and Daniel Webster, of Bill Fallon and Jerry Geisler and John W. Davis.

It would be "Perry Mason" and "The Verdict Is Yours". It would be Jim Arness and Paul Muni. It would be Hiss and Hughes, Costello and Cardoza, Jack Benny and Louis D. Brandeis. And it would be Fatty Arbuckle and Dred Scott.

"The Law" might re-enact the highlights from Marbury vs. Madison through Sacco-Vanzetti down through the Triangle Fire, Bruno Hauptman and Jimmy Hoffa.

It would be the law made by the man who signs his will. And the law made after a nation has divided for war.

It would have the sweep of American History and the intimacy of the boudoir.

Because "The Law" is the people.

P to P

CBS NEWS

Office Communication

to: Nancy Cammarotta

from: Sheila

December 9. 1956

I have just had an extremely agitated telephone call from a Mrs. Emily Holt, onetime National Executive Secretary of AFTRA, who lives at 25 East 9th Street, i.e. in the same building as Agnes de Mille.

It seems that on the Friday that Agnes de Mille was on PTP, some of our wires got snagged round a pipe leading out of Mrs. Holt's basement and snapped it off, causing a flood in her basement, where her houseman sleeps. Sandy Bell went in and turned a valve which shut off the water a half-hour after it had started, and then the crew went home. Mrs. Holt mopped up, but an hour or two later, what she terms a pressure build-up built up and it flooded again. She had to send her 70-year old houseman uptown to a hotel, and his clothing was damaged also some rugs, added to which she was without his services while his room dried out. She says that a Mr. Cheeseman and a Mr. Kelly have rung up, offering to repair the damage but actually there is no damage as such, except for compensation which she feels should be given the houseboy for his shock and discomfort, etc. She is most anxious to have nothing to do with insurance people, for some reason which I don't quite follow, but feels that $75 or $100 to the houseboy would assuage his wounded feelings.

I apologized for the occurrence and promised that Johnny or Jesse would be in touch with her about this. Her telephone number is GRamercy 5-0133. By the way, she says if you do intend to put this in hands of insurers, to let her know first, so that she knows what to expect.

JZ

BOB S... 12/2/58

RE:CANAVERAL

ERM/Sobel

P to P

IF ED WERE TO GO TO CANAVERAL FOR THE " PTOP" PROGRAM, THE FOLLOWING CONDITIONS WOULD HOLD:

1. THE MATTING DEVICE COULD NOT BE USED. (LONG TECHNICAL EXPLANATION WHICH I WON'T GET INTO HERE)

2. BECAUSE OF THE LACK OF SYNC-LOCK, THERE WOULD VERY LIKELY BE PICTURE ROLLS BETWEEN ED AND THE REMOTES ON "TAKES"

3. UNLESS ED WERE TO ORIGINATE FROM ONE OF THE EXISTING POOL PICKUP LOCATIONS THERE WOULD BE ADDITIONAL CONSTRUCTION (WITHOUT GETTING INTO THE TIME AND MONEY PART OF THE OPERATION) FOR ANOTHER LOCATION. COULD BE THAT THERE JUST ISN'T ENOUGH TELCO GEAR IN THE AREA TO HANDLE ANOTHER PICKUP LOCATION.

4. THERE IS NO VIDEO SERVICE GOING BACK DOWN TO CANAVERAL SO ED WOULD HAVE TO DEPEND ON OFF-THE-AIR SERVICE FROM SOME STATION IN THE AREA WHICH CARRIES THE SHOW (i.e. ORLANDO) FOR VIDEO CUE. THERE COULD BE NO PRE-SHOW VIDEO CO-ORD. DON'T KNOW HOW TV RECEPTION IS AT CANAVERAL.

5. WE HAVE BEEN ADVISED THAT THERE IS NO AUDIO RETURN SERVICE TO CANAVERAL (THE NETS ARE USING PHONES FOR CUES) SO THE AUDIO COULD NOT BE HANDLED AS WE HAVE HANDLED IT IN THEPAST. HOWEVER, AN INQUIRY HAS BEEN PLACED WITH AT & T FOR AUDIO AND VIDEO SERVICE FOR 10-1100 P.M. WITH THE POSSIBILITY OF A CLASS "D" CIRCUIT GOING BACK DOWN. AND IF WE GET THAT AUDIO AT LEAST IS POSSIBLE. WILL LET YOU KNOW.

6. USE OF THE CIRCUITS WOULD BE ABOUT 1,500 DOLLARS.. SHARED CONSTRUCTION COSTS MIGHT BE SEVERAL THOUSAND DOLLARS (UNKNOWN AT THE MOMENT BECAUSE TELCO DOESN'T HAVE THE COSTS THEMSELVES YET) ((THIS ON CONFIDENTIAL INFO- BUT SUPPOSEDLY NBC HAS GIVEN THEM BLANK CHECK FOR THIS WEEKS' OPERATION)).

7. PER MAC JOHNSON (NEWS DEP'T.) THEY ARE PLANNING 3 PICKUP LOCATIONS * BLOCKHOUSE * ROAD BLOCK * AND BASE OF ROCKET * POSSIBLE SHOOTS PLANNED 12:45 A.M. * 1:14 A.M. * 1:34 A.M. (IN SOME TEN MINUTE PERIOD AROUND THESE) ALSO PLANNING ON USE OF NEW TYPE SMALL CAMERAS. ZELLNER AND BOB WILSON ARE ON THEIR WAY DOWN THERE NOW. WJXT JACKSONVILLE HANDLING TECHNICAL END WITH SOME BORROWED EQUIPMENT FROM NBC... NBC ORDERED CIRCUITS...

CONTACTS: ZELLNER - STARLITE MOTEL - COCOA BEACH - SUNSET
DICK BATE (CBS CORRESPONDENT) " SUNSET

8. WE HAVE BEEN TOLD THAT THERE IS LIMITED ACCESS (TIME- TO THE AREAS WHERE THE CAMERAS WILL BE FOR ANY SORT PURPOSES. DON'T KNOW HOW OUR AIR TIME FITS IN WI MOON-SHOOT PLAN.

MORE.....

9. [redacted] THE AUDIO PROBLEM (FROM A DELAY OR ECHO STANDPOINT) COULD BE WORSE THAN IT HAS EVER BEEN. THIS BECAUSE OF THE EXTRA DISTANCE FROM FLORIDA TO N.Y. TO L.A. AND THEN BACK TO CANAVERAL VIA N.Y.

10. AS THE SUN SLOWLY SETS OVER CAPE CANAVERAL WE HEAR THOSE FAMOUS WORDS " NO PROBLEMS " WHAT DID HE SAY..????

TO erm

Pro P

From JESSE ZOUSMER

11/24/58

Warwick and Legler's Grant Tinkham thot our suggestions on the Campy-Jessel advt were very legitimate. (He disagreed with Revlon) Abrams of Revlon said unless it ran HIS way it wouldn't run at all. We told Tinkham to thank Abrams but we refused to permit the advt to run as they wanted it to run. Abrams prior reaction was:"Tell em it runs my way and they'll come around." We ain't going around.

A&V

JOHN A. AARON

Ed —

For your file in case this comes up in the future

Jo

PERSON TO PERSON

RE WAGNER & WOOD

P TO P

Over course past year or so we made several attempts to invite Wagner & Wood on P to P through their studios and agents.

Wagner through Bill Smith at 20th Century Fox & William Morris... Wood through Dorothy Atlas at Warner's and MCA.

Problem apparently was no permanent home till recently. Also dual film assignments.

Recently, Wagner went on tour to promote new movie for 20th, accompanied by wife and Bill Smith of 20th. When they reached New York, Smith called, said he had talked to them re P to P, that he was leaving town that day but they were staying on and that before leaving he would tell them that I would call and try to arrange for Ed to drop up for a drink.

This was Wednesday, Oct. 29th.

I called at 5 that day, as Smith suggested. When Nancy got through to them, Wagner was out but Wood took the call. When Nancy explained who was calling & what the call was about, Wood said(3 or 4 times) "we're not interested in P to P, tell him to call my agent."

Nancy said the conversation was hardly "pleasant", told me about it and I said tell Wood to forget about the call.

That same day, a bit annoyed, I wired Bill Smith at 20th. The wire said:"If Robert Wagner's telephone manners are as his wife's I think we were fortunate in having avoided doing them up to now."

A week or so later, Smith called from the Coast and said that he had shown my wire to Wagner. Why he did this he didn't explain. He did say, however, that Wagner was "browned-off" about it.

Off the record, at this time, Smith said on the phone that maybe we were "lucky" that we didn't get involved with Wagner & Wood. He said sometime he'd tell us why. He indicated Wagner wasn't a bad guy but Wood was no bargain. (We've heard this from other people in the past).

Several days later, Wagner called me from the Coast and using some choice four-letter words said we had "insulted his wife." I told him my side of the story, he said his wife had a different version and after exchanging a few more unpleasantries, I hung up!

A day or two later(Mon. or Tues. of Thanksgiving Week) I got a phone call from Sol Leon at William Morris, the agency representing Wagner. Leon asked for a letter of apology on Wagner's behalf. I went through the whole story again with him. When I finished, Leon implied I had no business telling Smith what I thought of Wood and I told Leon it was none of his business what I told Smith, since Smith was the one who set up arrangements for the call in the first place. There ensued some more jockeying on the phone and finally Leon said we could end the whole thing if only I would send Wagner a pacifcying wire. I said I didn't feel we were wrong but that I would discuss it with Ed.

I told Ed about this on Monday Nov. 24th when we had drinks with Fuller and he agreed that there was no need to send the wire. Jesse(who was spared this ordeal by telephone) expressed his feelings somewhat stronger. So I did nothing.

Today, Nov. 26th, Leon of William Morris called again - this time

in response to a letter I had sent him the night before in which I said, in part, that I felt "no useful purpose would be served in communicating further with Wagner." I also noted that while I could understand Wagner's "loyalty" to his wife, he should understand my "loyalty" -on a different level - to my secretary and the report she gave me. I also noted that we had done many, many William Morrus clients on P to P and that our past record for good manners and understanding spoke for itself.

Today, Leon again asked that we reconsider our refusal to send a wire of apology. He suggested that Wagner had taken the matter to Lastfogel(Pres. of Wm. Morris) that and we'd "be hearing more about it." He also mentioned that my stubborness was "bad business" for P to P, since the show is built on good will. He indicated that Wagner & Wood were very B-I-G stars and that if they "sppead the word", it could be that neither studio they work for(Warner's & 20th) would "cooperate" with us in the future.

I said "who cares."

We never got anyone from Warner's in 6 seasons. And as for 20th, they've caused us more trouble than good. (You may recall, they were the ones who tried to stop us from doing Marilyn Monroe - even threatening a suit.)

Leon said: "Think it over."

Then the phone rang.(Today still - Nov. 26th). It was Marty Kummer of MCA. He wanted to know what was going on. Natalie Wood, <u>their</u> client, was raising a storm over the wire to Smith. But as I was in the midst of telling Kummer the whole story, he said he had to take another phone - it seems his Thanksgiving Day reservation for his family at Luchow's was fouled up. He didn't call back.

So, it's now 6:43 p.m. on Thanksgiving Eve as I finish this and I've reached two conclusions:

(1) Anyone who works in T.V. is nuts

(2) If I don't get home soon with the turkey, the dog is gping to be awfully disappointed tomorrow.

ja

P to P

CBS TELEVISION

Office Communication

to: E. R. Murrow

from: J. Aaron

November 19, 1958

Rosie Dolly called and wants you, Jesse and me and our wives to come up for a home-cooked dinner any night you can make it in the next week or two. She plans a small dinner party and mentioned that she was inviting only Aly Khan and one or two others whom she said you probably already know. The date is up to you.

When can I tell her you can make it?

John
~~J. A.~~

Dec. 2 or 3 -
Please let me know

P to P

CBS TELEVISION

Office Communication

to: E. R. Murrow

from: J. Zousmer

November 7, 1958

The Jimmy Byrnes remote would cost us $12,000 plus an estimated $3,000 for a New York crew to do the job.

In addition, three South Carolina stations that now carry PERSON TO PERSON would not be able to take the show -- therefore we would have to provide for a substitute program on the Friday night we had Mr. Byrnes and then arrange to let the three stations show a kinescope of the PERSON TO PERSON program they missed.

P to P

CBS TELEVISION

Office Communication

to: Messrs. Aaron & Zousmer

from: Paul A. Rosen

November 6, 1958

A further reminder that on December 12, 1958, we are planning on a regular broadcast of PERSON TO PERSON, notwithstanding previous information regarding pre-emption.

P. A. R.

PARijr

PtoP

CBS TELEVISION

Office Communication

to: Herb Carlborg cc: E. R. Murrow

from: J. Zousmer - J. Aaron

October 30, 1958

Regarding the PLAYHOUSE 90 script, "Face of a Hero", which you were kind enough to let us look at:

1 - Mr. Murrow vaguely remembers some discussion, last spring, of his doing a PLAYHOUSE 90 dramatic program. His reaction was negative.

2 - No one has ever spoken to us about the use of the technical device we employ.

3 - It is our feeling that the name PERSON TO PERSON should not be used the way it is in "Face of a Hero."

4 - We would appreciate it if the device employed by PLAYHOUSE 90 differs in some major respect from our own.

5 - If producer Fred Coe is interested (page 4 of script) we rarely show any camera gear on PERSON TO PERSON except by accident. And we employ no monitors in the home.

6 - Regarding the script's suggestion "we will visit Mr. Jackie Gleason the actor at his home in New York City" we would look with favor on the substitution of a fictitious name.

P to P

CBS TELEVISION

Office Communication

to: E. R. Murrow

from: J. Zousmer - J. Aaron

October 29, 1958

We have moved the ball to the five-yard line and now we need our heavy fullback to carry it over.

We can put a live camera in the Supreme Courtroom. This has not been done before -- live.

However, Lew Shollenberger's information at the moment -- from Burton's secretary -- is that Burton cannot enter the "live" courtroom.

Do you think it is worth a call to Warren (who I'm told has approved the live camera in the courtroom) to see if we could move Burton in only to say in effect: "First I sat in this chair, then I moved to this one and the last few years I have been in this one."

He might, for the edification of the public, identify the seats of all the Justices.

Our feeling is this: shooting the court live would be a Pyrrhic victory without a body in it. Further, only a Philadelphia lawyer could explain the niceties of letting a half dozen technicians enter the room but not one who has served there for 17 years.

What you think?

V

ERT FYI

Journal, Lou Prop!

From "The Status Seekers" by Vance Packard, published by David McKay.

Page 68.

Reference to a Richard Doan of Newtown, Connecticut, "who until recently was a highly respected dealer in antiques, and is now a radio executive."

"Mr. Doan related that one night he and his wife were watching Edward R. Murrow's television program 'Person-to-Person,' while Mr. Murrow was 'visiting' the New York apartment of a theatrical celebrity. The camera came to rest on a pair of eighteenth-century portraits. The Doans gasped in excitement . The portraits had, a few years ago, hung in their own living room until they had found a buyer. The theatrical celebrity modestly explained to Mr. Murrow, 'Ed, those aren't my folks...They're my wife's ancestors.'"

Course!

Person To Person

CBS TELEVISION

Office Communication

to: E. R. Murrow

from: J. Aaron - J. Zousmer

October 29, 1958

F.

We have the feeling we're being nipped away at.

Attached find Harrison's order discontinuing Trendex despite our protests.

Also six-weeks-old request to start getting ready for Christmas... Rosen told me this afternoon that it is on Harrison's desk. We have an ashtray gift order that should be signed tomorrow at the latest.

And in case you've forgotten, we agreed to a $1000 budget cut at the start of the season - with reservations on line charges.

On a more pleasant matter, we have agreed to do Burton a week from Friday.

K.C. Sent

Will you either have Miss Hogg send the attached telegram tonight or phone Burton. Lou Shollenberger tells us he's anxious to hear from you.

I will handle Burton (to get Jerry Lewis out of my conscience) and hope to see him Monday.

Maybe prior to that we can convince Warren to let us see Burton in the big room.

Exhibit No. 3 attached is for your amusement.

kt
(Encl. 4)

CBS TELEVISION

Office Communication

to: Mr. Zousmer cc: Mr. Aaron
Mr. Eliasberg

from: Mr. Harrison October 24, 1958

File

Dear Jesse:

I have requested that the Research Department discontinue the subscription for the special Trendex reports for PERSON TO PERSON effective after tonight's broadcast.

In the past we have, at your insistence, continued these ratings notwithstanding the fact that in the opinion of our Research Department and Sales staff the ratings have served no useful purpose.

The purpose for which you required them in the past is now being completely fulfilled by the Arbitron measurements which we shall receive daily, and we will furnish you with a copy on Monday morning of the preceding Friday night's Arbitron report.

For your information, the network has discontinued every special Trendex report in the house.

WSH:mb

FYI

Ed

I guess we have to go along, and be "refined."

P.S. Notice 7 CBS Trendex ratings in yesterday's paper!

Ed/ FH/

CBS TELEVISION

Office Communication

to: Paul Rosen

from: Jesse Zousmer

September 17, 1958

You will recall PERSON TO PERSON was granted "an expenditure not to exceed $7,500" for a certain matter covered in my memorandum to you of November 5, 1957.

Inasmuch as would like to get this in the works as soon as possible could you approve a similar expenditure for the current year?

J. Z.

Oct 29

Rosen says "no same for spots yet"

✓

365

3

LENNEN & NEWELL, INC.

ADVERTISING

SAN FRANCISCO OFFICE
235 MONTGOMERY STREET

BEVERLY HILLS OFFICE
308 NORTH RODEO DRIVE

380 MADISON AVENUE, NEW YORK 17, N. Y.

October 28, 1958

Mr. John Aaron
Co-Producer
PERSON TO PERSON
CBS Television Network
501 Madison Avenue
New York, New York

Dear John:

Let me say first that commercial cueing on last Friday's PERSON TO PERSON was a great improvement and showed the time and effort applied to this problem. The only hitch was a little sloppy cueing of Murrow at the tail-end of the show. Chuck Hill seemed hung up on the phone with someone and dropped the reins momentarily. (UNTRUE)

I don't wish to send this script problem to the Supreme Court, but I fail to see why the agency representative at a program cannot have a copy of the show script during performance. We certainly realize that changes are made and that the script does not fully represent the finished production; however, it is a valuable guide for us during the show and a logical place to make notes. To assuage any doubts in your mind, these scripts are placed in a confidential file and never released for general perusal.

Let's remain friends, but please provide us with a script at air time.

Kindest regards.

Cordially,

LENNEN & NEWELL, INC.

William R. Seth
Program Supervisor

WRS:mn

October 27, 1958

Dear Bill:

I know that in the past few weeks you have been requesting a script of our Friday night show and that we have told you that they are not available.

The reason we have not been giving you one is that the script more often than not doesn't reflect what actually went on the air -- and that I imagine is your primary concern.

We have never permitted the so-called script to get out of our hands and are reluctant to do so now. Inasmuch as we have agreed to supply you each Monday with a full transcript of the air show, we feel that this should be adequate for your purposes and trust that you understand the problem at our end.

Kindest regards,

John A. Aaron

Mr. William Seth
Lennen & Newell, Inc.
380 Madison Avenue
New York, New York

P-P

Statement by Ed Murrow October,24,1959

Dr. Stanton has finally revealed publicly his ignorance both of news and the requirements of television production. He has discovered suddenly that not all diplomats at the United Nations will answer all of Larry LeSueur's questions. He suggests that Person-to-Person, a program with which I was associated for six years, was not what it purported to be. Surely Stanton must know that cameras, lights, and microphones don't just wander around a home. The producers must know who is going where and when and for how long. They must know whether the individual will require twenty seconds or two minutes to answer a question. The alternative to a degree of rehearsal would be chaos. I am sorry Dr. Stanton feels that I have participated in perpetrating a fraud upon the public. My conscience is clear. His seems to be bothering him.

P to P

CBS TELEVISION

Office Communication

to: Herb Carlborg

from: Jesse Zousmer

October 22, 1958

We are not sending ourselves any sealed special delivery envelopes to hold for a grand jury but I call to your attention the third commercial for Kent for the October 24 show.

It starts: "There's a wonderful quality about this show. You get a feeling of people as they really are...and sometimes the results are surprising, aren't they".

We hope that our guests do nothing live to embarrass the taped commercial or the sponsor.

But after 5 years of living with the unpredictable we wouldn't want to bet on it.

J. Z.

cc: E. R. Murrow

PtoP

PERSON TO PERSON

October 22, 1958

Dear Helen:

We will do Chloe Gifford on PERSON TO PERSON sometime around the end of January or the beginning of February in connection with the Heart Fund Drive.

I'm sure we can call on you for aid -- if we should need it.

It is good of you to keep scouting guests for us.

Sincerely,

Jesse Zousmer

Miss Helen J. Sioussat
Columbia Broadcasting System, Inc.
1735 De Sales Street, N.W.
Washington 6, D. C.

cc: Edward R. Murrow

nic

pto P

CBS TELEVISION

Office Communication

to: Mr. Zousmer

cc: Messrs. Murrow, Dawson, Hoag, Cassarle

from: Mr. Carlberg

October 20, 1958

Subject: P. Lorillard, Kent

Referring to your memo of October 9 and our subsequent discussion, I completely agree with you that the lead-in referred to was ridiculous. As you know, we have effected a change in a number of these lead-ins. I have finally, I believe, been able to convince the agency that material not in line with the facts, even though the intent is to pay respects to the program, has a negative effect both on the advertiser and on the show.

HAC:mcm

Hac

30

P to P

CBS TELEVISION

Office Communication

to: H. Carlborg cc: E. R. Murrow, T. Dawson, R. Hoag, H. Ommerle

from: Jesse Zousmer

October 9, 1958

I know you have approved the latest Kent commercial with misgivings if not with reluctance.

Mr. Aaron and I obviously have no desire to have a weekly hassle with the Lennen & Newell people.

It seems to us that we must reach some sort of equitable understanding with Lennen & Newell very soon.

To say as they do in the third commercial: "You know, Ed Murrow has a keen news sense and chooses his Person to Person guests accordingly. Most of them are in the news or making news."... is utterly ridiculous.

We agree Murrow has a keen news sense, but to say that Person to Person guests are chosen "accordingly"..."most of them are in the news or making news" is just not true.

For example: Jerry Lewis, our first guest, hasn't done anything newsworthy since his last picture.

Abbie Van Buren writes a daily column without reference to news.

President Goheen of Princeton got the job fifteen months ago.

Victor Riesel was blinded over two years ago.

Vincent Price was on the $64,000 Question way back.

I don't remember when Mata-Hari did anything newsworthy.

Among our upcoming guests are Jeanette MacDonald and Gene Raymond...news?

Herb, I hope you don't think we're quibbling. We just think Lennen & Newell are trying to define the show for their own commercial purposes with no regard to the facts.

ket

553

Ed/FYI

JA - JZ

BOB S..

DON'T KNOW IF YOU'VE READ THE REVIEW OF "OLD MAN AND THE SEA " IN THIS MORNING'S TRIB BUT AMONG OTHER ITEMS IN THE STORY OF HOW DIFFICULT IT WAS TO MAKE THE PIX (5,000,000 DOLLARS)... IT MENTIONED SPECIAL TRANSMITTER AND MICROPHONE FOR AUDIO SEQUENCES IN BOAT.....

IT WASN'T IN AN OCEAN AND IT DIDN'T COST 5,000,000 BUT WE DID THE SAME THING WITH MEL ALLEN.....

10/8/58 S

Pro P ~~Zousmer, J.~~

CBS TELEVISION

Office Communication

to: E. R. Murrow

from: J. Zousmer

f

October 8, 1958

Longacre 3-1000.

I am reliably informed that George Allen might be willing to play with us some Friday night.

He is generally available at the New Yorker hotel (although we have to do the show from Gettysburg).

I am told he will be in town all day Thursday and part of Friday until he goes vacationing with Ike.

J.Z.

no George V. Allen listed in Gettysburg
only George E.

P to P

CBS TELEVISION

Office Communication

to: Paul Rosen cc: E. R. Murrow

from: Jesse Zousmer

September 30, 1958

A number of crewmen of the submarine Nautilus were extremely helpful in rendering special services to us during the PERSON TO PERSON program last Friday night.

As you know, it has been our practice to pay for services rendered on every occasion.

In the past, this has usually taken the form of arranging a small party for the men who aided us, gave up shore leave, and in many cases, acted as part of our staff over an eight or ten day period.

In the case of the Nautilus, the crewmen have decided that they would be most pleased with a cash contribution made to the pregnant wife of a crewman who recently died aboard the ship.

Accordingly, could you use your good offices to get us -- quickly -- a check for $250 made out to Mrs. Irene Szarzynski, which I will forward to Captain Anderson.

For your information, the crew desires that we give no publicity to this.

J. Z.

jk

553

PtoP

CBS TELEVISION

Office Communication

to: Messrs. Aaron & Zousmer

cc: Messrs. Murrow & Howard

from: Paul A. Rosen

September 29, 1958

I confirm to you that release forms covering possible foreign use of PERSON TO PERSON tvr's will not be sent to participants in the 1958 - 1959 broadcast season until at least four weeks following their appearance.

P. A. R.

PAR:jr

565

CLASS OF SERVICE

This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION

TELEGRAM

Ptop

1201

W. P. MARSHALL, PRESIDENT

SYMBOLS

DL = Day Letter

NL = Night Letter

LT = International Letter Telegram

The filing time shown in the date line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

PDCOS CTA001

CT AKA042 NL PD=AKRON OHIO 26=

1938 SEP 27 AM 12 34

EDWARD R MURROW= CBS

NYK=

YOUR PROGRAM TONIGHT INTERESTING AND ENJOYABLE

CONGRATULATIONS AND BEEST WISHES TO YOU AND YOURS=

MR AND MRS PAUL CLARK=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

P to P.

Friday
9-26
6:15 pm

7

(over telephone)

Western Union

Dear Ed: Sincere best wishes for another successful PERSON TO PERSON season.

Bill Wilson, Jr.
Young & Rubicam
Chicago, Illinois

Copy given to ERM.

P to P

WEED TELEVISION CORPORATION

Television Station Representatives

New York * Chicago * Boston * Detroit * Atlanta * Hollywood * San Francisco * Des Moines * Dallas

579 Fifth Avenue * New York 17, N.Y.

September 25, 1958

Mr. Edward R. Murrow
CBS Television
485 Madison Avenue
New York, New York

Dear Ed:

I know you will be happy to know your letter to me on PERSON TO PERSON resulted in us getting an order for P. Lorillard PERSON TO PERSON on KTVA and KTVF.

Many thanks for all your help. We certainly appreciate it. Augie Hiebert sends his kindest regards.

Best regards.

Sincerely yours,

Roy

Roy Smith

RVS:fl

Person To Person

CBS TELEVISION

Office Communication

to: E.R. Murrow

from: J. Aaron

September 24, 1958

Attached is the carbon of the letter we sent Gene Kelly for reference if he calls you. Also, attached is a note from Bob Hoag from the CBS Sales Department regarding the Toy Show.

J.A.

50

September 23, 1958

Dear Gene:

As you may have heard, we have suggested that you and Milton Berle share a "Person to Person" program with us this fall.

Since you are in Milton's New York apartment and he is currently in your west coast home, it occurred to us that there were a number of interesting possibilities - the most obvious being that he could cue you around his apartment and you could cue him around your's.

I understand that Berle is enthusiastic about the idea, that he is agreeable to doing the program, and feels Friday night, November 28th - Thanksgiving weekend - is an ideal date.

I gather one of the immediate problems, from your point of view, is the uncertainty as to the opening date of "Flower Drum Song", though at last reports I heard it was to be Thursday, November 27th. If that is the case, there would be no serious problems since "Person to Person" involves a minimum amount of time and preparation - no more than a few hours.

If, on the other hand, it develops that the show is still on the road at that time, I am hopeful that we can still "firm up" the date of the 28th and arrange for you to come back to town for that one night.

You can be assured that we would make it as easy and pleasant for you as we possibly could and that the

end result would more than compensate for the minor inconveniences. We can easily work around your own schedule and prepare a comprehensive outline of what we would do that evening well in advance of the program.

Will you give some thought to this and let me know if the November 28th date is satisfactory under the circumstances I have outlined. Since Berle has already indicated his acceptance, I think it only proper that we let him know the outcome.

If all is well at your end, it might serve a good purpose if we got together for lunch or drinks some time prior to the 28th.

Sincerely,

Edward R. Murrow

Mr. Gene Kelly
525 Park Avenue
New York
New York

jk

September 23, 1958

Mr. Robert E. Ring
CBS
485 Madison Avenue
New York, New York

Dear Bob:

Just a note to tell you of the disposition of the "Toy Show". As you know, I discussed this at length with Charlie Mastrogger - Director of Advertising for J-M's. The net result of the discussion is that he is quite interested in the show. My presentation was somewhat lacking in specifics and in addition, had to be in a minor key because of the difficulties involved in producing the show for 1958.

We left it that I was to initiate proceedings in the latter part of May or early June, 1959, for a telecast date the first week in December of '59.

In my opinion, this is a great possibility for J-M's and is something that could be done year after year. I will be in touch with you at a later date regarding next year.

Cordially yours,

John G. Hagland

JGH/bh

cc: Messrs. George Falk
Jerry Lessner ✓

P to P

CBS TELEVISION

Office Communication

to: Messrs. Aaron & Zousmer

from: Paul A. Rosen

September 19, 1958

Please be advised that we presently contemplate that the PERSON TO PERSON broadcast now scheduled for Friday, December 12, 1958, will be pre-empted on that date.

If there are any changes in this date, or in the circumstance, I will advise you.

P. A. R.

PAR:jr

565

CBS TELEVISION

Office Communication

to: E. R. Murrow

from: J. Zousmer

September 12, 1958

Sam Rayburn can be reached by phone at Justice 3-4125 Bonham, Texas.

We make these two suggestions:

1. That we offer him the date November 7 -- the first Friday following the election with a Washington origination. If he can't be in Washington on that date, we can offer him November 14, 21 or 28.

2. You might casually explain to him that while the program is commercial, he will have no connection with it and will be separated from the commercial by your introducing him and signing him off.

After consulting the experts, it appears that Bonham is too difficult and costly for us and Dallas is just his sister's home. Of course, we have no objection to having his sister, or is it sisters, on the program with him.

J. Z.

50

jk

CLASS OF SERVICE

This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION

TELEGRAM

W. P. MARSHALL, PRESIDENT

1201

SYMBOLS

DL = Day Letter

NL = Night Letter

LT = International Letter Telegram

1958 SEP 8 PM 3 47

The filing time shown in the date line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

(45)

NA293 PD=WUX NEW YORK NY 8 513PME=

EDWARD R MURROW DLR IMMY BY BOY RADIO NEWS=

=485 MADISON AVE=

DELIGHTED THAT YOU MANAGED TO FILL THE TIME AND GET OFF ON TIME=

JOHN AND JESSE=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Mr Elroy. Neil
(Person to Person)

August 14, 1958

Mr. Neil McElroy
Secretary of Defense
Washington, D. C.

I DOUBT THAT YOU WILL RECALL OUR CONVERSATION SOME TIME BEFORE YOU ASSUMED YOUR PRESENT DUTIES REGARDING A VISIT FROM PERSON TO PERSON BUT IF YOU COULD BE DISPOSED TO LET US VISIT YOU SOME TIME IN OCTOBER WE WOULD ALL BE DELIGHTED STOP REGARDS

Edward R. Murrow

News
514-43

OFFICE OF THE SECRETARY OF DEFENSE

April 11, 1958

MEMO FOR Mr. Murrow:

Because this is Neil McElroy's first talk as Secretary of Defense, and because it deals primarily with the proposed reorganization of the Defense Department -- a subject of major importance to all of us -- I thought a few of his friends might be interested in seeing it.

O. M. Gale
Special Assistant

McElroy Neil

TALK BY
SECRETARY OF DEFENSE NEIL McELROY
AT THE NATIONAL PRESS CLUB
WASHINGTON, D. C.
THURSDAY, APRIL 10, 1958

I want to congratulate the National Press Club on its having reached its fiftieth anniversary. In the uncertain world we live in, that is indeed an accomplishment, and I compliment your officers and members, past and present, on having achieved it. I hope you will continue for many more years to provide this excellent forum and to render the many other services that have made this the outstanding group of its kind in the world.

When my predecessor, Mr. Charles Wilson, appeared before you just two years ago, the title of his talk was "Ivory Soap's Not Good Enough." He was referring to the purity of the product which, as the makers have been pointing out with becoming modesty but nevertheless with insistence for something over seventy years, falls fifty-six hundredths of one per cent short of perfection. I can tell you that the makers of Ivory Soap agree with Mr. Wilson's statement that it is not good enough and are constantly working to improve it. Of course, Charlie might have used the illustration to point out that, with respect to the country's defense, anything short of optimum must be subject to examination and the search for improvement. It is in that spirit that we have approached the question of improving the organization of the country's military establishment.

This subject was officially opened, as you will recall, with the President's State of the Union message on January 9, and immediately it moved into a high priority position. At that time the President pointed to certain aspects of the defense organization that needed improving, stated that we were studying possible organizational changes, and set down certain objectives which should be sought as a result of these changes.

Very soon thereafter a panel of consultants was formed to study with me the existing organization centered in and symbolized by the Pentagon, to see where it had structural or functional shortcomings, and to advise me on improvements that might be made. It was understood from the start that the decision on what to recommend to the President would have to be mine. It was recognized that unanimity on all points would be highly unlikely and that the group would function rather as a study and discussion group than as one which would prepare a report or itself submit formal recommendations.

This group consisted of the present and two previous Chairmen of the Joint Chiefs of Staff -- General Twining, Admiral Arthur W. Radford, and General Omar Bradley; William C. Foster, former Deputy Secretary of Defense; Nelson Rockefeller, chairman of the President's Advisory Committee on Government Reorganization; General Alfred Gruenther when his previous commitments enabled him to join us; and, as a full-time Special Assistant to lay out the study program, organize the project and keep

us all working hard, as well as adding his own most valuable counsel, Charles A. Coolidge, former Assistant Secretary of Defense, who in a very short time won the name by which he was called thereafter: Mr. Whip. I believe you will agree that this group of consultants consists of individuals who are about as free of political or service bias as any group of experienced and knowledgeable people could be.

We sought the views of a great many highly qualified individuals, including, of course, the Service Secretaries and the Chiefs of Staff, but including also former Secretaries and Deputy Secretaries of Defense, commanders of the unified and specified commands, military officers and civilians with a close knowledge of the workings of the department and views on the subject. These were interviewed by the panel, usually by personal interview but sometimes by letter when a personal discussion was impracticable.

The group met with great frequency, and I cannot speak too highly of the hard work and thought and time these men gave to the project. There were some differences of opinion, but the important thing is that the various views were clearly expressed, and debated until the pros and cons were clear, so that in reaching my recommendations, I knew what issues were involved, and what the alternatives were. While I am confident that each member of the panel would have ways in which he would change the details of my final recommendation to the President, I am equally confident that they believe the final proposal is a sound one.

The President worked with us in the development of the proposal, attending one of our meetings at the Pentagon, discussing many of its fundamental principles with us in smaller groups, and advising us of his own thinking as it progressed. It is not surprising, then, that his message to Congress last week embodied all of the important features of the recommendation which had been made to him, although it should be clearly understood that the proposals the President has made are his own and derive much of their strength from the vitality of expression that reflects his own convictions in these matters.

I imagine that many of the questions you may ask me later will have to do with the reorganization plan, and so that we can all start from the same place, I think it might be well for me to outline briefly the major proposals and some of the reasons for them.

The proposed changes would clear command channels so that orders will proceed directly to unified commands from the Commander-in-Chief and the Secretary of Defense through the Joint Chiefs of Staff which would add an operations section for this purpose. As we go into a period when a potential enemy may have operational long range missiles in substantial quantities, our reaction time must be measured in minutes instead of hours. I am informed that in every way this nation has fought in the last century, we have had to change our military organization after war has started. We no longer have time in which to change command lines or to shift from a

peacetime to a wartime organization. Any such shift must be made now. Under the new recommendation, orders would go from the President as Commander-in-Chief to the Secretary of Defense, through the Joint Chiefs of Staff to the unified command without the intermediate step which now interposes one of the departments as executive agent between the Commander-in-Chief and the Unified Commander.

The organization of the Joint Chiefs of Staff will be strengthened to provide the President and the Secretary of Defense with the professional assistance they must have for strategic planning and for the operational direction of our combat commands. The present Joint Staff is handicapped by a rather cumbersome committee system which acts on documents before they are reviewed by the Joint Chiefs themselves. This committee system is being eliminated and an integrated Operations Division will be added to the Joint Staff to provide the operational assistance necessary for the strategic direction of the unified commands. The important matters now constantly requiring the attention of the members of the Joint Chiefs of Staff demand so much of their time that they must be permitted to delegate major portions of their service responsibilities to their Vice Chiefs. By this action the Chiefs can give the majority of their time to their responsibilities as Joint Chiefs of Staff, which would constitute their principal function.

The three military departments would of course be continued as the major operating divisions within the Department of Defense to perform the vast and important management, budgeting, research, personnel administration, training and logistic functions of the Department. Their responsibility would encompass many and complex activities that support the unified commands.

Another and very essential point in the recommendation is the establishment of a Director of Defense Research and Engineering, to strengthen the research function of the Department and avoid overlapping and duplication. It is hard to overstate the importance of research to the future security of our nation. The development of a weapons system of the future is costly in dollars and in highly trained personnel. The Defense Department directly or indirectly uses 50% of the top scientists in the country. It is imperative that this large program be guided and controlled in a way which will use these resources with maximum efficiency. Most of the research would continue to be done within the departments as at present; but all research and engineering in the Department of Defense would be supervised by the Director of Defense Research and Engineering acting for the Secretary.

The proposed reorganization would also make clearer the authority of the Secretary of Defense. The National Security Act gives the Secretary "direction, authority and control" over his entire department. But at the same time this law provides that the military departments are to be "separately administered" by their respective Secretaries. The President has recommended eliminating the provisions prescribing separate administration of the military departments as a means of reducing needless argument which adds to the difficulty of administering the Department.

He has also asked that the Secretary of Defense strengthen the department supervision over the activities of the various military departments in the fields of Legislative Liaison and Public Affairs to remove some of the present tendencies toward confusion, overlapping of effort, and a public impression of undesirable interservice rivalry.

The proposal also seeks greater flexibility in money matters "both among and within the military departments." We will not suggest that Congress appropriate large sums of money to the Secretary of Defense for him to distribute as he sees fit; our objective is simply to have reasonable flexibility which will permit us, in a time of sudden technological breakthroughs and rapid shifts in priorities, to transfer funds from less insistent projects to more vital ones. It would be our expectation that the percentage of total funds for which the Department of Defense might request

transfer would be a minor percentage of the total. Moreover, whatever transfer authority is granted would be used only under a system of notification to the appropriate Committees of Congress.

These are the principal points emphasized by the President's message to Congress. Some of them require legislation and we are now in the process of developing it. We hope to have the necessary legislation before Congress shortly after it reconvenes next week. We have great respect for the knowledge and experience in these matters possessed by many members of Congress as well as for their impressive zeal and sincerity on matters pertaining to the nation's defense. We look forward, therefore, to discussing these matters with them and are confident that constructive legislation will result.

Before leaving this subject let me mention a few of the things which the proposed reorganization plan does not do:

It does not set up a single chief of staff; the present Joint Chiefs of Staff will continue to serve as a corporate body as staff assisting the Secretary of Defense and advising the President.

It does not set up the Secretary of Defense as a czar or dictator; his existing authority will be merely clarified and he will be given modest flexibility in money matters.

It does not contemplate abolition of the traditional Army, Navy, Air Force, and Marines; the President is most emphatic on that point.

It does not set up a Prussian-German-type General Staff.

I have dwelt at considerable length on the main features of the reorganization proposal but I suspect this will be a primary subject of conversation in Washington and elsewhere for some weeks to come. I felt, therefore, that it deserved the largest share of my time before you.

I would like also to mention briefly the additions to our present defense program which we are seeking in our supplemental Fiscal 1959 appropriation request. I have on a number of occasions told Congress that I would not hesitate to come before them to seek additional funds for defense when in my judgment it was in the nation's interest to do so. The appropriations for military programs are planned 18 months or more before some of the money will be spent. It is hard to predict with accuracy how far along we will be in a particular development program, how successful a testing program will prove, what our precise needs and opportunities will be a year or more later. If the importance of a particular weapons system grows and we decide to put more money into it we look very hard at our current expenditures to see if the development of this weapon will not permit us to reduce expenditures in some other area. A

good deal of the money comes from such sources. But it has proved necessary to seek supplementary appropriations this year in addition to the regular budget.

The proposal before the House Appropriations Committee at present provides for a continuation of the production of B-52's and the KC-135 refueling tankers which constitute the heavy bomber component of our important Strategic Air Command. It provides for accelerated development of the NIKE-ZEUS anti-ballistic missile system, a weapon of great importance as we face the threat of long range missiles which must be detected and destroyed in a matter of minutes.

The request would also permit further acceleration of the POLARIS program. This, as you know, is the weapons system which provides for the underwater launching of solid propellant ballistic missiles from submarines. We regard it as one of our most promising programs for deterrence.

In view of the great Soviet submarine capability, defense against anti-submarine warfare is one of our primary concerns. The supplementary appropriation includes funds for use in this area, primarily for research for improving our knowledge and competence in the detection of submarines.

Funds are included also for research and development of a solid propellant ICBM, and for acceleration of the TITAN ICBM. Another missile

provided with additional funds is the GAM-77, more colorfully known as the Hound-dog, an air-to-surface missile carried by the B-52 which will enable our SAC bombers to launch their weapons hundreds of miles from a hostile target and thus avoid the major concentration of the defenses of that target.

To assist with the research, development and testing of such missiles as these, funds are provided for the improvement and further instrumentation of the Pacific missile range.

Another area covered is Army modernization, to provide advanced weapons and equipment to Army commands to replace obsolescent weapons of various types. These include new anti-tank weapons, Honest John atomic adaptation kits, battlefield radar kits, improved reconnaissance systems, communications and equipment provided to increase mobility.

Finally, the Advanced Research Projects Agency would be provided with funds for a variety of projects involving the program of reconnaissance satellites and space explorations.

There are other matters connected with defense which are of great importance and current interest. One, for example, would be the Revised Pay bill which has now passed the House and is awaiting Senate action. It emphasizes the principles of the Cordiner plan and we believe

would make a major contribution in an area of vital importance -- the attracting and retaining of highly qualified personnel in greater numbers.

However, I believe our remaining time might better be used by letting you select the subjects rather than myself. I will welcome the opportunity to answer your questions to the extent that I can on any of the matters which fall within my general responsibilities. The magnitude as well as the importance of our defense program make it everybody's business. Public understanding of the problems and issues involved is most important. Many of you perform a vital role in informing the public, stimulating them to intelligent thought. All of you are knowledgeable and articulate and whether or not you always agree with what we are doing at the Pentagon, your informed opinions can be extremely helpful in maintaining informed public interest.

I want to thank you again, for giving me this opportunity to discuss some of these matters with you.

CBS TELEVISION

Office Communication

to: Mr. Murrow, Mr. Aaron, Mr. Zousmer

from: Mr. Ommerle

July 14, 1958

PERSON TO PERSON is now scheduled to return to the air September 26th instead of September 12th.

HARRY G. OMMERLE

HGO:ejp

cc: Mr. Hylan, Mr. Fagan

Rosanto Rosar
Business

CBS TELEVISION

A Division of Columbia Broadcasting System, Inc.

485 MADISON AVENUE, NEW YORK 22, N.Y. • PLAZA 1-2345

WILLIAM H. HYLAN
Vice President of Sales Administration

June 20, 1958

Mr. Francis C. Barton, Jr.
Lennen & Newell, Inc.
380 Madison Avenue
New York 17, New York

Dear Frank:

I am sorry that I have been unable to get back to you sooner on the matter of Ed Murrow's product participation when P. Lorillard co-sponsors PERSON TO PERSON. The delay has been caused by the serious consideration of all aspects of the problems presented in the sixth paragraph of your June 13 order letter.

Ed is, of course, very happy at the impending Lorillard sponsorship, and has every desire to co-operate in the effective use of the program to promote the sale of Kent cigarettes. As I informed Nick some time ago, Ed has consistently maintained a policy against doing commercial lead-ins on this program. However, when he smokes or shows a cigarette pack on camera during the program, it will, of course, be the sponsoring brand.

The matter of what Ed does off-the-air in his private life is somewhat more complex. He feels that to be forced by contract to accept your stipulation completely would compromise his personal integrity.

It could very well be that Kent or another Lorillard cigarette may be so to his liking that he would adopt it as a matter of preference. In any event, he is sincere in his desire not to cause Lorillard any embarrassment and for that reason will carry his cigarettes in a case so as to avoid any undesirable publicity.

The foregoing gives you a favorable answer to most of your question, Frank, and I hope the forthright explanation as to Mr. Murrow's position on the last point will be understood and accepted by our mutual client.

Sincerely,

WH

WH:mjn

bcc: Messrs. Cowan, Murrow, Dawson, Coleman, Fagan.

Person to Person.

CBS TELEVISION

Office Communication

to: Messrs. Aaron & Zousmer cc: Mr. Murrow

from: Mr. Omnerle

June 11, 1958

What would you think of a PERSON TO PERSON SHOW combining visits to Mervyn LeRoy and Buddy Adler?

As the head of Twentieth Century Fox, Buddy Adler is pretty hot news right now with, I understand, LIFE, TIME and NEWSWEEK giving him a big break in July.

Mervyn LeRoy's "NO TIME FOR SERGEANTS" is setting all-time records at the Music Hall right now.

If you are interested in pursuing this, I would appreciate your letting me know.

HARRY G. OMNERLE

HGO:ejp

565

PTP Bus.

CBS TELEVISION

Office Communication

to: Tom Dawson cc: E. R. Murrow

from: Jesse Zousmer

May 30, 1958

If and when the problem of changing the closing format of PERSON TO PERSON comes up again you might be interested in these figures which we had drawn up for us a few months ago.

They are based on the Nielsen National report for November-December 1957. The figures compare Average Audience Ratings for PERSON TO PERSON with a combined average of 7 other shows (What's My Line?, Studio One, U.S. Steel, Playhouse 90, Suspicion, Jane Wyman, Your Hit Parade).

In the 10:30 to 11 segment the PERSON TO PERSON rating was 22.7 against 16.8 for the 7 program average.

In the last 2 minutes our rating was 19.5 vs. 14.0.

The figures also show that our ratio of the last 2 minutes over the complete program was 85% vs. 83% for the 7 program average.

If one can accept any rating figures as reliable these would seem to indicate that the last 2 minutes of PERSON TO PERSON hold up at a higher level than for any of the other shows in the same time period.

If and when the "sponsors" start putting the pressure on you I wish you would arrange to talk to me and Mr. Aaron for a few minutes.

J. Z.

nic

553

P. to P. Bus.

CBS TELEVISION

Office Communication

to: E. R. Murrow cc: J. Aaron

from: J. Zousmer

May 29, 1958

I had a call from Jack Bailhe from Grant Agency this morning. He told me local florist in Kilgore, Texas very good friend of Cliburns' -- knows they love flowers -- particularly red carnations -- thinks it would be great idea to have carnations in apartment -- and let them talk briefly about love of flowers.

Then said Bailhe: "What can I tell Gordon Conn?" (Advertising Manager for FTD). I told Bailhe to tell Conn "to go to hell". I also told Bailhe that, as he very well knows, we always have flowers in the house and that just because Sophia Loren said she loved flowers, we felt no compulsion to try to direct every guest into a flower plug.

J. Z.

jk

203

CBS TELEVISION

Office Communication

to: E.R.M.

from: J. Zousmer

May 20, 1958

I've solved the Huntington Hartford mystery. Seems he sent a cable to London (we're trying trace it).

Problem is this: he felt that we were peeved because he ruled out the boat visit. I told him we were. He felt we should have done him from his home. I told him the deal was the boat and his lawyers were getting in our hair and we don't like lawyers.

So he wanted to lunch to explain everything.

I spoke with him for about a half hour...very decent guy...now agrees to do the show from the boat in the fall. Turns out he was embarrassed by his riches. Felt that to show off the boat after he had just dropped a load of dough on his Jane Eyre production might have started something.

Anyhow - we are friends. And he most anxious cement it with lunch, even on the boat.

Can we squeeze him in some early-in-the-week lunch?

J. Z.

m T W

Wed June 11. Pierre

Sure any day

CBS RADIO

Office Communication

to: Messrs. Aaron & Zousmer cc: Mr. Murrow

from: Mr. Seward

April 30, 1958

I attended a Dutch Treat luncheon yesterday and sat near Cleveland Amory. After the luncheon, during which he and I discussed his PROPER BOSTONIANS, LAST RESORTS and an opus now being written -- WHO KILLED SOCIETY -- I had the feeling that he would provide a very interesting conversation in a PERSON TO PERSON interview.

J.M.S.

1137

Person to Person,

National Library Week–March 16-22, 1958

"FOR A BETTER-READ, BETTER-INFORMED AMERICA"

Sponsored by the American Library Association and National Book Committee, Inc.

ADDRESS

National Library Week • 24 West 40th Street, New York 18 • WIsconsin 7-1616

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J. Walter Thompson Company

* * * * *

JOHN S. ROBLING
Director

JANET BALDWIN
Publicity

LEIGH CHAMBERLAIN
Promotion

VIRGINIA H. MATHEWS
Field Organization

April 30, 1958

Dear Mr. Murrow:

Thank you for your excellent support of the first National Library Week on PERSON TO PERSON March 7th. Reports from all parts of the country, including the official evaluations from state committees, show that it was a resounding success. New interest in libraries and reading have been stirred in communities all over America.

We will send you a complete official report as soon as it is published. In the meantime, we wish to acknowledge your cooperation which made an invaluable contribution to the success of this public service program.

The National Book Committee, in response to the tremendous demand from state citizen committees, has decided to continue this program in 1959, in cooperation with the American Library Association.

Sincerely yours,

John S. Robling

John S. Robling

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, N.Y.

JSR.mr
cc: Mr. Jesse Zousmer

Personal to Person

for your files?

April 23, 1958

Dear Mr. Stein:

Many thanks for your cordial letter of April 1.

My colleagues on PERSON TO PERSON and I are finding our association with the members of FTD a most pleasurable one.

Sincerely yours,

S/ERM

Mr. Victor Stein
359 Sutter Street
San Francisco, California

mcc

Albert O. Stein
Flowers
359 SUTTER STREET / SAN FRANCISCO
DOUGLAS-2-5544
Victor Stein

April 1, 1958

Mr. Edward R. Murrow
Columbia Broadcasting System
New York, N. Y.

Dear Mr. Murrow:

I have long been an admirer of you and Person to Person. Needless to say, as a member of FTD, I am pleased that we are associated.

As a Past President I have been closely identified with our advertising program and have been an advocate of television as the best media.

Please know that I am extremely gratified and pleased with your presentation and am confident that the desired results will surpass our expectations.

Sincerely

Victor Stein

Victor Stein

VS/a

P2P

March 20, 1958

Dear Mrs. Seaman:

Thank you for your letter of February 24th and for your suggestion that we interview young Barton Weber on PERSON TO PERSON.

I will take up this suggestion with my colleagues, and if we decide we can do anything about it, we will certainly let you know.

Sincerely yours,

Mrs. Charles Seaman, Sr.
Three Oakwood Drive
Belleville, Illinois

mac

gave c.c. + Mrs S's letter to P to P

pte P. Ben.

CBS TELEVISION

Office Communication

to: Ralph Comperts cc: E. R. Murrow

from: Jesse Zousmer

March 19, 1958

Regarding your suggestion that we prepare to replace Ken Utt for 4 weeks (2 for "Tale of Two Cities" and 2 for his vacation.).

I am informed that his days on "Tale of Two Cities" will mean only that he will arrive in our studio on March 28 a little later than usual -- at about 9 p.m. -- but still in time to do the show.

I have also discovered that Utt does not plan to vacation until after PERSON TO PERSON is off the air for the summer.

J. Zousmer

P. to P. Bus

CBS TELEVISION

A Division of Columbia Broadcasting System, Inc.

485 MADISON AVENUE, NEW YORK 22, NEW YORK · PLAZA 1-2345

MERLE S. JONES
President

March 17, 1958

Mr. John L. Bodette
General Manager
Florists' Telegraph Delivery Association
200 Lafayette Building
Detroit 26, Michigan

Dear John:

I was so pleased to learn from your recent letter that your associates feel as they do about F.T.D. sponsoring PERSON TO PERSON.

As I told you at the time we worked out this arrangement, I believe this is a perfect combination of product and program. All of us at CBS Television wish you and your organization continued success.

I am sending a copy of this correspondence to Ed Murrow, as I know he will be delighted to learn of the reaction of your associates.

Sincerely,

MSJ

MSJ:nk
cc: Messrs. Cowan
Hylan
Murrow

Seldes, Gilbert

March 5, 1958

Dear Gilbert:

I am distressed that you are aggrieved. My only suggestion is that if you do not desire a candid answer, then do not pose questions in what you choose to call "a semi-public place."

I suggest we terminate this correspondence since I doubt that it will be of any major interest to historians and suspect that it reflects no considerable credit upon either of us.

Sincerely yours,

Mr. Gilbert Seldes
127 East 57 Street
New York, New York

mce

~~25 W 53 St.~~
127 E 57 St.

125e57
NYC 22
Mar 1

Dear Ed:

For the record:

When I wrote you yesterday, I did not have the text of the paragraph which offended you in front of me and based my answer on the quote from it contained in the letter written to me by your colleagues.

I have looked at the text. The theme is stated in the first line, the operative word is "formula." That is what I am writing about. I did not think it necessary to repeat the word later.

I suggest to you that if I criticized the isolation booth on a quiz show I would not be implying motives to the producer.

Also I remind you that my request for a recording was made in connection with an enterprise of the Fund for Adult Education. It would have been possible for you to send the tape directly to the Fund and thereby prevent me from making any use of it whatever.

Because I had criticized the formula of your program, you said in a semi-public place, in front of a group of people including men with whom I work and with whom I couldn't work if my integrity was in doubt, that you couldn't be sure what use I would make of your recording. My own feeling--that this was said in jest--was not shared by them. Your implication was that I was dishonorable.

It seems to me that, between us, I have the better right to be aggrieved.

Everything essential I said about your program repeated what I had said in The Public Arts. After that book, dedicated in part to yourself, was published, you said to me that it made you re-examine your own work. Your words were, in effect, "I have to get up from behind my desk and go round and look at the person who's been sitting there." It was the most flattering thing ever said to me about my work --but more than that, it seemed to me to indicate something rather great about you. Something I persist in thinking you possess.

Faithfully yours,

Gilbert

Edward R. Murrow, Esq.

Gilbert Seldes

Ed/Pt

125e57
nyc 22
feb 26

Dear Mr Zousmer
Dear Mr Aaron

It's nice of you to attribute my remarks about Person to Person to a temporary state of being out of sorts. But the brief note you read in The Saturday Review only repeated what I had written in The Public Arts--a book dedicated in part to Edward R. Murrow.

I'm sorry that your letter didn't reach me a little earlier, but there are people on your side and one of the most effective of them has written a letter of reproof to SR which is being printed with my reply in the issue out next Tuesday.

It would be useless for me to recapitulate here the argument I make there. One point, scantily made in print, I can make to you : of course I didn't mean that you tried--or could--reduce the whole of your roster to nonentities. But I have to stick by my own experience : I've never seen one person on the program (except Krishna Menon) who came off as an impressive or interesting human being and (this is in the reply) every guest I've myself known has been from 25 to 50% less of a human being, a total person, than I've known him or her to be.

I think the drive and emphasis of your program tends to make people trivial. I do not think that you two and Ed have a low concept of humanity, but that you've let your program get out of hand--or possibly that the formula and the mechanics are wrong.

And you will not, never, nohow, shame me out of saying so. Morris Ernst, the defender whose letter is being printed, implies that I'm not a good critic. I am a good critic.

Re-reading your letter I am troubled by your reference to "a speaking acquaintance with only one member" of your staff. The only man I know on P-tp-P is Ed and if you like I'll show signed letters from him indicating something more than a speaking acquaintance.

Faithfully yours,

Gilbert Seldes

Seldes.

125e57
nyc 22
feb 27

Dear Ed:

I was of course aware of an undertone of displeasure in our brief conversation at the Century Club yesterday but the one thing I felt sure was not seriously meant was the imputation that I would make any use, beyond the one I described to you, of the recording I had asked you to make. I still can't believe it although you have put it in writing.

And I have to take this in a context you do not yet know--the attack I've been forced to make on Person to Person in reply to Morris Ernst's letter--which will appear in the next issue of The Saturday Review.

It is not agreeable to me to dislike anything you do because, as you know, I have a superlative opinion of the best things you do. As I note in the new SR piece I've called you the conscience of the industry. But I have my own professional conscience and must say what I believe. I believe P-to-P is not only a bad program, but one which lowers the standards for others--precisely because you are doing it.

I do not find any attribution of motives in the brief paragraph I wrote. I find a judgment on the effect of the program and a judgment on the concepts behind it. The only motives I can think of in connection with any TV program which some people might consider unworthy are the desire to be popular and the desire to make money. I approve of both of these. I do not approve of all the methods by which these ends are achieved. It is the degree of intelligence behind the program I challenge and, as I wrote to your colleagues, I think you have been betrayed by your mechanisms.

You have yourself, in conversation with me, contrasted the seriousness of See it Now with the lightness of P-to-P. In your interview with Pete Martin you indicated that other people--you mentioned your wife--once had a low opinion of the program. They have changed their minds, I have not. I do not think this goes beyond the bounds of legitimate criticism.

I am profoundly disturbed by your imputation that I would act dishonorably in regard to you. Even assuming that I have been intemperate, I have given you no cause to think so. And nothing you do or don't do will alter my judgment that you are one of a tiny handful of people who can, and do, bring honor to your profession.

Faithfully yours,

Gilbert

Gilbert Seldes

Edward R. Murrow, Esq.

February 25, 1958

Personal

Dear Gilbert:

I would prefer not to do the recording you request.

Never have I raised my voice in public about any criticism of programs with which I am connected. I am not now about to do so. However, I am obliged to tell you privately that in your piece on PERSON TO PERSON you attributed motives to my colleagues and myself that went far beyond the bounds of legitimate criticism.

Your language was so intemperate that I cannot be sure what use you would make of any recording I might produce.

Sincerely,

Mr. Gilbert Seldes
125 East 57 Street
New York 22, New York

fc

30 January 1958

Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York City

Dear Ed:

I am taking out after you again and before my totally ill-informed and uncalled for attack on you appears in print I think I better remind you that you promised to record for me some excerpts from your talk at Brandeis. I am enclosing the text with those pages marked which I would most like to have in your own voice.

This would be preceded by one of two statements, the choice being yours. One; I would say that the following is a recording made by the most thoughtful of all broadcasters expressing his misgivings about some of the present trends in the business--with a few additional uncomplimentary remarks about yourself and identification of the occasion when the remarks were originally made, and, two, you could do this yourself saying what is perfectly true "This is Edward R. Murrow" and proceding to say that I had asked you to record a portion of your remarks, etc.

I figure that somewhere around C.B.S. the facilities for recording could be made available to you. You will be in good company because Frank Stanton has also agreed to put something on tape for me. In case you have forgotten, the recording will be used at sessions of discussion groups under the auspices of the Fund for Adult Education.

I was glad to see that your Marian Anderson program was so well received because I thought it was as absorbing as it was important.

Faithfully yours,

Gilbert Seldes

125 E. 57 St.
New York City 22.

* a Seldesian error

heard the remark: "He's the one who really started me reading", or, "He taught me to doubt", or "That's the one who really stretched my horizon". I can only add that my own small part in this operation has given me more satisfaction than anything I have ever done.

As I understand it, this Award that I am to receive is in the general area of the Humanities. In radio and television circles that's a pretty high-brow term. And yet the mass media must be concerned with it. It was Joseph Wood Krutch who said: "The humanities as opposed to the sciences are concerned with whatever is important to man but cannot be measured and is not susceptible to valid experiment." So radio and television must concern themselves with the Humanities, unless they chose to limit themselves to the function of entertainment. Television is growing so fast that those in charge of it have hardly time to administer it well, let alone to think of its place in civilization. If these instruments are to survive, they must strengthen and affirm the values that are the essence of our civilization. This being true, it is not enough to entertain the greatest numbers; there also must be full appreciation of our historic heritage, wise understanding of our institutions and traditions, familiarity with our classics in literature and the arts, and persistent attention to our ethical principles. I am well aware that the bulk of the money that pays for television and radio comes from a relatively small number of corporations. Hence the thinking of the executives in these corporations will have a profound influence on what happens in television and radio. And that is saying that they will greatly influence and could possibly decide the course of our civilization. And it is insisting that they cannot abdicate this responsibility by assigning it to an advertising agency.

We now know that our civilization can be snuffed out overnight. We know that while we ourselves did not create it, we ourselves can lose it. It is committed to us. We also know that we can save ourselves from nuclear destruction by "buying" a different civilization, one that does not include our

values of freedom, or cherish like ours the dignity of the individual. We know we are not making this bargain. We value our civilization. So we begin to know that we must value it if we are not to lose it. But if we are going to survive as a nation and a civilization we must do so consciously. This means that the mass media must pay more attention to the humanities. The Humanist is one who cares, and is preoccupied with what is worth caring about. Another characteristic of the humanist is that he is preoccupied with the mystery of personality. People for him are always persons, and in these days that often makes him lonely. Preoccupation with science turns persons into people - a statistic on a chart - tendencies and "characteristics symbolized by curves neatly drawn on graphs." The Humanist is concerned not with manipulation but with understanding. He is interested not only in events but in character.

All too often in radio and television audiences are conceived and treated as people, not as persons. Quantitative response is consequently made the measure of quality. There is a willingness, and indeed eagerness to answer the questions, What? and How? But not enough attention is paid to the Why?

T.S. Eliot said: "Teach us to care and not to care. Teach us to sit still." It might be helpful if those who control television and radio would sit still for a bit and attempt to discover what it is they care about. They have great belief in the power and future of their instruments. But all true belief is rooted in doubt, and there is not enough doubt in high places in the field of mass communications. There is a disposition to take us for <u>what</u> we are, and that in turn is likely to keep us <u>where</u> we are. If these devices are to be used in an effort to entertain all of the people all of the time, then we have come perilously close to discovering the real opiate of the people. If in dealing with events we concentrate on what and how, and ignore the why, then we are not really searching for anything.

Our commercial television and radio systems appear to be the alternative to state-operated and financed communications. By and large we have freer

speech, more information than any state-operated system. We have vastly more money to spend. The system is practically universal. It is, for the individual, both a privilege and a peril. And it is, for those who finance the system, and those who select the programs, a responsibility in the field of communications never before borne by such a small group of men and corporations. I think it was Bernard Shaw who said: "You must get what you want, or you will come to want what you get."

Albert Einstein Award
May 5, 1957

You have done me great honor, and as Shakespeare said: "Beggar that I am, I am even poor in thanks."

To have his name linked, however remotely, with that of Professor Einstein is honor enough for any reporter. "A hundred times every day I remind myself that my inner and outer life are based on the labors of other men, living and dead. And that I must exert myself in order to give in the same measure as I have received and am still receiving." Those words were Albert Einstein's, but he spoke, I think, for every worthy man and woman who deals with information in the mass media. To him a disinterested love for facts was not enough. He had to care about the bearing of those facts on hopes, fears and destiny. He realized that fear, bigotry and intolerance will not command the land unless most of us are silent accomplices.

By freedom he understood, "Social conditions of such a kind that the expression of opinions and assertions about general and particular matters of knowledge, will not involve dangers or serious disadvantages for him who expresses them. He believed in what might be called "a reign of reason" which most of us have carelessly enjoyed without buttressing its foundations.

Professor Einstein would, I think, have agree with Milton who said: "If the waters of truth flow not in a perpetual progression they sicken into a muddy pool of conformity and tradition." He was conscious of the truth of what Lord Acton wrote in 1877: "There are in our day many educated men who think it right to persecute." There are indeed many men in our day who so believe.

Perhaps you will permit me a personal digression in order to apologize for my lack of formal attire. It is not due to persecution or lack of a dinner jacket, but rather to the fact that I have but just come from a television program where such clothing would have been inappropriate. I am without embarrassment and seek refuge in another quotation from Professor Einstein:

Seldes, Gilbert
Post Herald
Jan. 8.
Seldes

equally as large. He should fly across northwest Nebraska over the Sand Hills region to see heads of beef on the hoof.

"Time permitting, he should stay long enough in Yellowstone Park to see its more spectacular offerings. He should stand among the Redwoods in California. He must go to the Top of the Mark in San Francisco; see both Bay bridges; and visit Golden Gate Park.

"If it could be arranged, he should eat a meal with the lumbermen in a lumber camp in the Pacific Northwest and fish for salmon at the mouth of Juan de Fuca Strait. He might land a king salmon.

"For pure scenic splendor, he might take the Coastal Drive down to Los Angeles, but the road is narrow and the way is long. He must see Los Angeles from the air, however, both at night and in the light of a clear day. He must be escorted through Paramount Studios or one as extensive; be present to watch Jack Benny's Sunday night show when Jack is broadcasting; meet a couple of the older M.C.'s such as Groucho Marx or Walter O'Keefe. Visit the Farmers' Market. Disneyland? No! He would be addle-headed.

"His return swing across the nation should include a breather at Hoover Dam; a look into Grand Canyon to reckon his own stature in the world. He could visit the Great Salt Lake and the endless salt flats surrounding it. He should have a couple of whiffs of the air in Arizona and New Mexico, if only briefly when the plane stops.

"He must see a ranch in Texas; a field of oil-wells; eat in New Orleans; note the moss-hung trees of the old Southland; and go on to Florida for deep-sea fishing and a gander at their hotels. For sheer novelty, he might sail back to New York on a banana boat, touching at ports along the way thus viewing the docks and the dockworkers.

"This is a quick trip. If he had more time, he could go through the Big Smokies, see the Ozarks in summer and the Minnesota woods in the autumn; and our Niagara Falls. He might visit Boston, Richmond, and Philadelphia, where our history began. He might have one look at Detroit and an automobile assembly line; one ride in an Edsel.

"His head would probably be swimming without having attended a football game or a race-track; but he would have a picture of a way of life and a few natural and man-made wonders to fill his soul for the rest of its natural time.

"This is sort of love. I am sorry."

I'm not. —F Surrey.

TV AND RADIO

Notes from a Wheel-Chair

IT IS an established fact that people like me who fracture their ankles (on New Year's Eve it happened) see more television than anyone else. Some of the things they see are unusual.

•• A few weeks ago the formula of Edward R. Murrow's "Person to Person" was, as always, pulverizing some people into nonentities when the incredible happened. Urged—more exactly chuckled—into activity by Mr. Murrow, a man helped his wife into a fur coat and she went out to the terrace of their penthouse and began pointing out the sights. A droning noise was heard—I thought, at first, I was snoring. Then the woman said, "That's a plane up there" and Mr. Murrow replied, "I can hear it."

Now, it isn't sensible to suppose that the program arranged for the plane to be overhead at that moment, so we arrive at these conclusions:

1. That people on "Person to Person" are capable of independent observation and unplanned remarks.

2. That Mr. Murrow knows this.

Adding 1 and 2 together we come to

3. The reduction of individuals to nobodies on "Person to Person" is not inevitable. It is intentional, calculated, and indicates a low and contemptuous estimate of human values.

The Edward R. Murrow mentioned above is not to be confused with the man of the same name who is co-producer and star of "See It Now." One of them is an impostor.

•• Year after year "Omnibus" gets an award for being the best educational program on the air, and once at least Alistair Cooke expressed as much surprise as gratitude in his acceptance. I would say that it is an entertainment program using cultural materials and would say that, as it gives information and plays with ideas, it does educate. I would say this with greater assurance and happiness if "Omnibus" hadn't produced a whatnot publicized as a lighthearted report on suburbia which was wrong-headed in conception and disastrous in execution. Except for some archly presented introductions, nothing in the program was germane to the announced subject; and except for Bert Lahr's familiar, but immortal, answer to "What Do We Chop, When We Chop a Tree?" nothing was first class.

Like Mr. Murrow, the producers of "Omnibus" stand for intelligence and responsibility—responsibility toward the medium in which they work. Others have the God-given right to be second-rate. Not they.

•• A third responsible producing group is The Theatre Guild, which creates the U.S. Steel Program. I know nothing of the arrangements between the Guild and the actual sponsor of the show, but external evidence indicates that the kind of independence Murrow had when Alcoa sponsored "See It Now" is not given to the Guild. The programs have varied from good to indifferent. It is a pleasure to report on one that was excellent: "The Bromley Touch." It takes courage to tackle any *New Yorker* story by Edward Newhouse, and this one was peculiarly prickly. It was concerned with the cult of success and the milieu chosen was the dead center of the cult: the publicity racket.

•• In the same week "Playhouse 90" used another *New Yorker* story, Irwin Shaw's "The Eighty-Yard Run," which in a way reversed the theme. Here we had the adolescent hero who lived on his fame and then on his wife and was finally driven to live off himself, to do what he really wanted to do: be a football coach at his college. The whole thing was astonishingly consistent: nothing in it seemed true. I would say that for the wife of the perpetual boy-hero a love affair was a psychological necessity, but it was turned into nothing more than a dramatic device. I didn't believe a word of it, or in the reconciliation either. (I understand that the play did not faithfully follow the original story. I assume, then, that Mr. Shaw surrendered all his rights to the producers. He is in good company: Somerset Maugham and Ernest Hemingway do it, too.)

•• Some time ago I predicted that Hans Christian Andersen or the Brothers Grimm would win the Peabody Award for the best original stories of the year. If there was anything snooty in that idea, the utterly ravishing appearance of Claire Bloom in "Beauty and the Beast" makes me apologize for it and to put in nomination for special distinction the name of Joseph Schrank, who made the loving adaptation of the story.

—Gilbert Seldes

Prod. Bus. Pto P.

YOUNG & RUBICAM, INC.

Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · LOS ANGELES · HOLLYWOOD · MONTREAL · TORONTO
LONDON · MEXICO CITY · FRANKFURT · SAN JUAN · CARACAS

NEW YORK 17 · 285 Madison Avenue

February 25, 1958

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Ave.
New York City

Dear Ed:

You will probably recall that Jesse Zousmer mentioned to you a project that we would like very much to present to you. It is a proposal made by our vice-president in charge of TV promotion, Harry Rauch.

Briefly, it would provide for a cultural exchange between PERSON TO PERSON and the Soviet Union, to be planned under the new State Department arrangements in this matter. While we are not as yet positively recommending the plan to you, we should very much like to have the opportunity of showing you our presentation on the subject. Harry Rauch has conducted other international projects of this type and is enthusiastic over the possibilities of this plan. The plan has been discussed with our LIFE client who wishes us to pursue the discussion to determine your reaction to the idea, and to see whether it is a plan that we jointly might want to undertake. Rauch and I would appreciate having the chance to discuss this with you at your earliest opportunity. Harry will be out of town next Tuesday and Wednesday, but aside from that, I'm sure we could fit a meeting to your convenience.

Sincerely yours,

Richard Dana

Richard Dana

m

Personal Person

COLUMBIA BROADCASTING SYSTEM

Office Communication

to John Aaron

from Edward R. Murrow

February 25, 1958

This is all news to me. I know nothing about it.

fc

E.R.M.

per Gibbons

Personal Person

COLUMBIA BROADCASTING SYSTEM

Office Communication

to: John Day cc: John Aaron

from: Ed Murrow February 10, 1958

I don't know your attitude towards post-mortems, but the failure to put an announcement of the launching of "Explorer" on PERSON TO PERSON was, to say the least, unfortunate.

The attached is, I think, self-explanatory.

fe E.R.M.

(Dictated but not signed by Mr. Murrow)

Ed:

Re the "Explorer" announcement of last Friday --

Jim Burke called from TV News around five and said there was a possibility it might go up during P to P and how could be handle it if this happened.

I told him:

1. We didn't want the net to break in without your knowing what it was they were announcing

2. In answer to his question of how to get the info to you, I said the best & easiest spots on the show were while you were off-camera during the commercials: at the opening, middle & close & I gave him rough times when the commercials came & when it would be easiest for you to see the copy

3. At his request, I gave him our studio number & it was my understanding(but apparently not his) that we would be called if "Explorer" went up during P to P whether it coincided with the off-camera commercials or not

4. No one called and the first we knew of the announcement was when we went off the air at 11.

On Monday, I asked Burke why we hadn't been called. He said since the middle commercial came at roughly 10:43:30-10:45:00 and the "Explorer" announcement cleared at roughly 10:48:00 he understood from me that there was no way to get this information to you and on the air.

When I repeated that I had mentioned the commercials as the best places to communicate with you but certainly not the only ones, he said this was not his understanding.

When I asked if this was so, then why did we bother giving him our studio number, he said nothing.

ja

Prog. Bus. P.P.

COLUMBIA BROADCASTING SYSTEM

Office Communication

to: Mr. Grossman cc: Mr. Zousmer

from: Mr. Murrow February 10, 1958

I have signed the attached budget and assume that the interior furnishings or decorations or whatever you call them will be at least as useful and tasteful as the ones in the present PERSON TO PERSON office.

fc E.R.M.

P. to P. Bus.

CBS TELEVISION

Office Communication

to: E. R. Murrow

from: Jesse Zousmer

February 6, 1958

The attached new budget for moving the PERSON TO PERSON offices is $2,930 higher than the one you previously approved.

I recommend that you approve this one with a note to Grossman saying that we expect the "decorations" to be at least as useful as the ones in the present PERSON TO PERSON offices.

As for the details the new budget provides for:

A. $110 to be saved on the acoustical ceiling

B. $200 for sprinkler work

C. $140 for masonry work and new door

D. An extra $390 for contingencies

E. $700 for new furniture (2 couches, 1 corner table) There was no furniture aside from the stuff now on the floor provided for in the old budget

F. Drapes for 2 offices - $500

G. The "electrical" costs have been increased by $355 for "receptacles"for air conditioning and window units

H. The "construction" costs have been increased $900. Although there is no additional explanation of new work we assume this provides for carpentry comparable to what we have here.

J.Z.

Coleman Merritt

CBS TELEVISION

Office Communication

to: Mr. Robert Wood

from: Merritt H. Coleman

cc: Messrs. Murrow,
Zurich,
Rosen,
Mrs. Rupprecht

January 31, 1958

PERSON TO PERSON

Mr. Murrow has approved the delayed broadcast use of the above captioned program series on a sustaining basis over stations KTVA, Anchorage, KTVF, Fairbanks and KINY, Juneau, Alaska under our Extended Program Service Plan.

Mr. Zurich advises that the network advertisers, at this time, have no interest in sponsoring the program in this area.

Will you please follow through retaining our usual recapture rights on behalf of network advertiser.

MHC/ec

Jim

Personal
Person

January 13, 1958

Dear Jim:

Here is Dave Schoenbrun's book. It is the best of recent vintage.

I think you will find that Barry Gillis of the MANCHESTER GUARDIAN can give you some information on "Django", and also Claude Luther, who now has his own band somewhere on the Left Bank.

The visit the other night was great fun.

My love to your bride.

Sincerely,

Mr. James Jones
133 East 67th Street
New York, New York

fo

CBS TELEVISION

Office Communication

to: E. Murrow

from: J. Zousmer

Jan. 9

Here's Dave's book. We can send it over to Jim Jones -- as you promised -- via Dave Moore.

Do you want to give him the names you discussed as possible sources on "Django"? I remember you mentioned a Manchester Guardian correspondent and some other guy.

J. Z.

50

Personal Person

CBS TELEVISION

Office Communication

to: Mr. Murrow cc: Messrs. Jones, Hoag

from: Mr. Hylan

December 11, 1957

Our short meeting with representatives of the Florists' Telegraph Delivery Association and representatives of the Grant Agency has been scheduled for 5:30 p.m. today in the 19th Floor Dining Room.

Those present will be: Joe Hines, member of the Board of Directors and Chairman of the Sales and Advertising Committee; John Bodette, General Manager of the F.T.D.A.; Jack Baihle, Account Executive at Grant; and Paul Bradley, Vice President in Charge of Radio and Television.

WH

WILLIAM H. HYLAN

WHH:mjw

Prog. Bus. P.P.

CBS TELEVISION

Office Communication

to: Paul Rosen

from: John Aaron

cc: E. R. Murrow, J. Seward

November 5, 1957

You may recall that immediately upon the return of PERSON TO PERSON this September, Jesse and I sent you a memo which covered, among other things, the peculiar problem of budget approval for Christmas presents - something we instituted with great success five years ago and have continued ever since.

To the best of my recollection, I have called you at least a dozen times about this matter and on one occasion indicated that Ed wanted us to go ahead with the Christmas gifts whether we got a formal answer from you or not. I know that you have repeatedly tried to get some "action" upstairs and consequently this note should not be taken to suggest we are blaming you for the delay.

But, as you know, time is running out on us, and with close to 2,000 mailings, we simply can't handle the job if we wait any longer. Since we're convinced that continuing the Christmas project is an essential part of the PERSON TO PERSON operation and in the best interests of the show, we are going ahead with the idea and trust you will advise all concerned.

J. A.

Prog. Bus. P

COLUMBIA BROADCASTING SYSTEM

Office Communication

to: Mr. Seward

from: Mr. Murrow

November 1, 1957

As you know, we occasionally make commitments for PERSON TO PERSON guests as much as a year in advance. I assume this is acceptable for us to continue this practice next year.

I suggest that if the program is to continue we ought to start negotiations for the continuation of Zousmer's and Aaron's services for next year.

fe

E.R.M.

COLUMBIA BROADCASTING SYSTEM

Office Communication

to: Mr. Seward

from: Mr. Murrow

November 1, 1957

As you know, we occasionally make commitments for PERSON TO PERSON guests as much as a year in advance. I assume this is acceptable for us to continue this practice next year.

I suggest that if the program is to continue we ought to start negotiations for the continuation of Zousmer's and Aaron's services for next year.

fc

E.R.M.

Personal Person

OCTOBER 8, 1957.

PRESS

COLUMBIA LONDON

COLLINGWOOD FROM MURROW IF OPPORTUNITY AFFORDS HOW ABOUT ASKING JOCK WHITNEY IF HE WOULD LIKE PERSON TO PERSON APPEARANCE WHILE HERE STOP ITS HIGH TIME AMERICANS A LITTLE BETTER ACQUAINTED THEIR AMBASSADOR STOP YOUR RADIO TELEVISION STUFF BEEN REALLY DISTINGUISHED

REGARDS

BURKE

CHARGE TO: 202-550-32

Personal Person

September 16, 1957

Dear General Twining:

I had a conversation with a couple of your aids about the possibility of our making an electronic visit to you and Mrs. Twining some Friday evening and they encouraged me to think that it might be possible.

Would Friday, November 8th, the eve of Armistice Day or December 6th, just before the Pearl Harbor anniversary be agreeable to you.

If possible, I would be delighted to come down to Washington to visit you or your aids about content. If we are invited I shall try to behave as a guest, or at least as an Air Force parasite should.

Sincerely yours,

General Nathan F. Twining
Chief of Staff
U.S. Air Force
Washington, D.C.

fe

(cc: John Aaron)

NX77

(FOR PM'S THURSDAY SEPT. 12) '57

(TV-RADIO)

BY WILLIAM EWALD

UNITED PRESS STAFF CORRESPONDENT

NEW YORK, SEPT. 12.--(UP)--TELEVISION SEEMS TO BE HEADED THE WAY OF THE TUNA FISH -- YOU CAN'T HARDLY GET IT NO MORE EXCEPT IN CANS.

LIVE TV HAS LOST THE BATTLE THIS SEASON TO FILMED TV -- ABOUT 60 PER CENT OF OUR NETWORK PRIME TIME SHOWS ARE BEING SHOT ON CELLULOID AND PRESERVED IN TINS. WHAT'S MORE, MOST CITIZE FS OF THE TV INDUSTRY SEEM TO FEEL THE TREND CAN'T BE STOPPED -- THAT FILMED FARE MEANS NOT ONLY BETTER SHOWS TECHNICALLY, BUT MORE PROFITS SINCE

CELLULOID AND PRESERVED IN TINS. WHAT'S MORE, MOST CITIZENS OF THE TV INDUSTRY SEEM TO FEEL THE TREND CAN'T BE STOPPED -- THAT FILMED FARE MEANS NOT ONLY BETTER SHOWS TECHNICALLY, BUT MORE PROFITS SINCE THE FILM CAN BE SHOWN OVER AND OVER.

AT LEAST TWO PRODUCERS, HOWEVER, BELIEVE THE TREND IS GOING TO BE REVERSED. JESSE ZOUSMER AND JOHN AARON, WHO TURN OUT ED MURROW'S "PERSON TO PERSON," THINK THAT TV'S FUTURE LIES IN LIVE PROGRAMMING.

"THE TROUBLE IS THAT MANY PEOPLE IN THE INDUSTRY HAVEN'T EVEN TRIED TO THINK THROUGH THE MOST FUNDAMENTAL QUESTION -- WHAT IS TV ALL ABOUT?" SAID ZOUSMER TODAY. "IT ISN'T MOVIES. MOVIES ARE ANOTHER MEDIUM. AND SHOWING A MOVIE ON TV DOESN'T CHANGE THE FACT IT'S A MOVIE AND NOT TV.

"IF YOU LOOK AT YOUR TOP 10 MONTH AFTER MONTH, YOU'LL FIND THAT LIVE SHOWS ARE THE MOST POPULAR -- 'WHAT'S MY LINE,' ED SULLIVAN AND THE '$64,000 QUESTION' AND '$64,000 CHALLENGE.' 'I LOVE LUCY' IS ABOUT THE ONLY STEADY EXCEPTION. WHY? BECAUSE PEOPLE LIKE LIVE TV. THEY LIKE THE FEELING OF SEEING SOMETHING HAPPENING IN FRONT OF THEM.

"THE MOST EXCITING MOMENTS IN TV HAVE ALL COME FROM LIVE SHOWS -- THE KEFAUVER HEARINGS, 'PETER PAN,' THE POLITICAL CONVENTIONS. DO YOU REMEMBER THE EXCITEMENT WHEN JACKIE GLEASON BROKE HIS LEG ON TV? IT HAD AN IMPACT ON PEOPLE BECAUSE THEY SAW IT HAPPENING RIGHT IN FRONT OF THEM."

"PERSON TO PERSON," WHICH STARTS ITS FIFTH SEASON ON CBS-TV TOMORROW, IS A STRIKING EXAMPLE OF THE STIR LIVE TV CAN GENERATE, POINTED OUT AARON.

"WE'VE HAD MORE FLUFFS ON OUR SHOW THAN WE CAN COUNT," SAID AARON. "WE HAD EVA GABOR STUCK IN A DOOR FOR 40 SECONDS AND ED SULLIVAN'S DOG BARKING THROUGH A SHOW. BERT LAHR BACKED INTO A CLOSET, AND ON ONE SHOW WE PICKED UP POLICE CALLS BY MISTAKE ON OUR LINES.

"MRS. HARRY TRUMAN MADE A REMARK ABOUT A DIRTY ASHTRAY ONE OF OUR CREW HAD LEFT. AND REMEMBER THE NIGHT MRS. PAT WEAVER'S DRESS CAME OPENED IN THE BACK BY MISTAKE? IT WAS TERRIBLY UNFORTUNATE AND I'M SURE WE FELT WORSE ABOUT IT THAN SHE DID, BUT IT SURE STIRRED UP TALK.

"PEOPLE WOULD RESENT THESE KIND OF FLUFFS ON A FILMED SHOW -- THEY'D CALL THEM SLOPPY EDITING. BUT ON LIVE TV, THEY LOVE IT."

ZOUSMER AND AARON ARE SO CONVINCED OF TV'S FUTURE AS A LIVE MEDIUM, THAT THEY'RE WHIPPING UP ANOTHER LIVE SHOW. "WE FEEL WHAT WE'VE DONE WITH PEOPLE ON 'PERSON TO PERSON' WE CAN DO WITH PLACES," SAID ZOUSMER." 'WIDE WIDE WORLD' HAS TRIED IT, BUT NOT TOO SUCCESSFULLY BECAUSE THE SHOW NEVER REALLY GIVES YOU THE FEELING OF STANDING THERE. YOU ALWAYS FEEL LOOKING ON FROM OUTSIDE.

"FILM TV IS TAKING OVER NOW. NO DOUBT ABOUT IT. BUT AHEAD LIES LIVE TV. THAT'S BECAUSE IT SHOWS PEOPLE WHAT THEY'RE INTERESTED IN -- OTHER PEOPLE. IT CAN PROVIDE MORE EXCITEMENT FOR THE WATCHER THAN BEING A PEEPING TOM. MORE EVEN THAN PULLING THE SHADES UP. IT'S LIKE TAKING THE WHOLE WINDOW OUT."

DL1049A9/11

Let's also ask re Cole Porter FR, Spec. on FR.

CBS TELEVISION

Office Communication

to: Messrs. Aaron and Zousmer

from: Paul A. Rosen

September 3, 1957

As of this date, it is expected that the PERSON TO PERSON broadcast now scheduled for May 16, 1958, will be pre-empted for the purpose of presenting another program.

Will you please plan accordingly; should there be any change in this, or should other dates be added, I will advise you.

P. A. R.

PAR:jr

Person to Person

Aug. 21, 1957

ERM:

John Aaron has advised me that you're going to make contact with Brownell and Twining for "P to P," and asked me to check Lew Shollenberger on best approaches.

Shollenberger advises

(a) Brownell won't be back in U.S. until next week,

(b) a close aide says Twining will be tremendously busy this week, and that best procedure would be a brief, introductory note of warning written to him this week, followed by a phone call next week.

john horn

Act

CBS TELEVISION

Office Communication

to: EDWARD R. MURROW - PERSON TO PERSON

from: L. W. Werle

Date 6/27/57

In accordance with company policy that all travel advances should be accounted for within 30 days, the following advances, according to our records, are still open and are now past due. Would you please render the accounting immediately.

If there are any questions, in connection with these advances, kindly call Wilbur Goldberg on Ext. 554.

Date of Advance	Amount	Purpose
✓ 11/2/56	$1,000.00	
✓ 12/14/56	500.00	
2/8/57	500.00	
4/5/57	500.00	

all accounted for.

LW/vr

L. W. Werle

P to P
Broadway
Bhalms

CBS TELEVISION

A Division of Columbia Broadcasting System, Inc.

485 MADISON AVENUE, NEW YORK 22, NEW YORK • PLAZA 1-2345

June 7, 1957

Mr. Edward R. Murrow
580 Park Avenue
New York, N. Y.

Dear Mr. Murrow:

We refer to the employment agreement between you and us dated January 1, 1957.

Please be advised that the PERSON TO PERSON programs will not be broadcast during the ten (10) weeks' period commencing 11:59 P.M. on June 28, 1957.

Very truly yours,

CBS TELEVISION
A division of Columbia
Broadcasting System, Inc.

By M. Pearson

PMA:FH

Person to Person

MARVIN DRAGER

Public relations

424 MADISON AVENUE
NEW YORK 17, N. Y.
MURRAY HILL 8-1078

May 28, 1957

Dear Ed:

Just a word of sincere thanks for having Guy Mitchell on the Show.

As always, it was a great pleasure for me to work with you again.

Sincerely,

Marvin

Mr. Ed Murrow
"Person to Person"
Columbia Broadcasting System
485 Madison Avenue
New York, N.Y.

MD:AA

Person to Person

UNITED STATES DEPARTMENT OF JUSTICE
UNITED STATES PENITENTIARY
ALCATRAZ, CALIFORNIA

May 17, 1957

Mr. Edward R. Murrow
Person-to-Person
Columbia Broadcasting Company
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

Since our appearance on your show May 3, 1957 I have planned to write you to let you know how we enjoyed the entire production and just today we have received the film of the show forwarded by air freight from New York. This is very kind of you and we want you to know it will always be a very highly prized memento of our appearance on your show.

The direction and assistance given us by Jesse Zousmer and Bob Sammon are deeply appreciated. They know the business and saved us from many mistakes. Also it was a pleasure to have them with us for the preparation and actual show. Your skillful handling of the show made it much simpler for both of us. The many favorable comments and messages we have received point up clearly that this is a business of highly skilled experts as we could have made many serious blunders without your assistance.

We will enjoy to the fullest a re-run of the show and want you to know we enjoyed every minute of our part and deeply appreciate the gift of film.

With kind regards and best wishes for your future.

Sincerely,

Paul Madigan
P. J. MADIGAN
Warden

Person to Person

CBS TELEVISION

Office Communication

to: E. Murrow

from: J. Zousmer

May 22, 1957

As a reminder - if you feel there's a fighting chance, we would be delighted to have Jonas Salk and Co. in September or October.

Also, next time anyone upstairs sells you on the efficiency of the west coast tape operation you might let them know that Bob Sammon and I saw both the Madigan and Clark tape jobs at point of origination. They were very much inferior to the kines we see here on Mondays.

Jez

50

P to P

CBS TELEVISION

Office Communication

to: E. Murrow, J. Aaron

from: J. Zousmer

May 1, 1957

If the Y & R pressure for a change in commercials becomes more intense during my short absence I offer you this rather conclusive ammunition.

A memo from Murrow to Hylan dated May 25, 1956, starts this way: "regarding the proposed purchase of PERSON TO PERSON by Time and Life, there will be no change of any kind in the format or time allocation for commercials."

J.Z.

30

PtP

CBS TELEVISION

A Division of Columbia Broadcasting System, Inc.

485 MADISON AVENUE, NEW YORK 22, N.Y. • PLAZA 1-2345

May 1, 1957

Mr. Richard Dana
Young & Rubicam, Inc.
285 Madison Avenue
New York 17, New York

Dear Dick:

Following our conversation this morning regarding PERSON TO PERSON and the placement of commercials and cross plugs, I again met with Messrs. Murrow, Aaron and Zousmer to double check the clarity of our understanding.

My statement to you in my letter of April twenty-fourth that we could not move the cross plug up in the show so that it preceded Mr. Murrow's announcement of next week's guests was again emphatically confirmed.

In this connection, it is our conviction that it is Mr. Murrow's announcement of the up-coming guests that, more than any other single factor, induces our viewers to tune in the following week. To run the risk of their tuning off prior to this announcement would, in our opinion, be a grave mistake.

Neither Mr. Murrow nor ourselves have any objection to your combining the 30-second third commercial with the 30-second cross plug provided the resultant 60-second announcement comes after Mr. Murrow has announced next week's guests and has said "Good Night and Good Luck." In other words, the 60-second announcement would be followed only by an announcer reading the credits.

I am sorry that there has been confusion in the past about this set-up, but I trust that this will set things straight.

Sincerely,

HGO

HARRY G. OSSENBLE

HGO:ejp

cc: Messrs. Robinson, Dawson, Hoag

Messrs. Murrow, Aaron, Zousmer

PtP

CBS TELEVISION

A Division of Columbia Broadcasting System, Inc.

485 MADISON AVENUE, NEW YORK 22, N.Y. • PLAZA 1-2345

April 24, 1957

Mr. Richard Dana
Young & Rubicam, Inc.
285 Madison Avenue
New York 17, New York

Dear Dick:

Because Hubbell Robinson is in California, your letter of April twenty-second was referred to me.

As your letter indicated, we will accept PANTOMIME QUIZ during the ten summer weeks PERSON TO PERSON is off the air.

I am afraid, however, that there is a misunderstanding about your suggested new commercial format on PERSON TO PERSON. Your suggestion of the sixty-second cross plug being advanced into the show is not acceptable. The cross plug must come after Mr. Murrow's announcement of next week's guests. In other words, it must stay where it is.

I don't mean to sound abrupt or dogmatic, but this is a matter that we have discussed very carefully, and one about which we have a pretty firm conviction.

Very truly yours,

HARRY G. OSGERLE

HGOsajp

cc: Messrs. Robinson, Dawson, Hoag
Messrs. Murrow, Aaron, Zousmer

YOUNG & RUBICAM, INC.

Advertising

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NEW YORK 17 · 285 Madison Avenue

April 22, 1957

Mr. Hubbell Robinson
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Hubbell:

This is to confirm our recent conversation with respect to "Person to Person" summer plans.

According to my understanding, CBS would be agreeable to our programming "Pantomime Quiz" during the ten summer weeks of "Person to Person" replacement. You realize that we are currently negotiating renewal terms for "Person to Person" and that the ten summer weeks would be part of a re-negotiated, overall "Person to Person" agreement. We are also, at the moment, negotiating with MCA with respect to terms for "Pantomime Quiz".

Also, I understood you to say that CBS and Mr. Murrow would be entirely agreeable to our new commercial format suggestion; namely, to be a 30-90-60-second format with the 60-second crossplug advanced somewhat into the show, prior to Mr. Murrow's telling the viewers about next week's show. It is now, as you say, a matter that is up to the agencies and clients involved.

Yours very truly,

Richard Dunn

RD/km

Mr. D — Please circulate

P to P

CBS TELEVISION

Office Communication

to: Mr. Murrow

cc: Messrs. Harrison, Rosen, Seward

from: Hubbell Robinson

March 26, 1957

Your memorandum of March 19th, outlining procedure for next season's operation of PERSON TO PERSON, seems sensible enough.

I'd be grateful if Mr. Rosen would prepare a budget so that Mr. Harrison and I may approve it and pass it on to Mr. Murrow as quickly as possible.

HR

50

Columbia Broadcasting System, Inc. P to P F. 502

OFFICE COMMUNICATION

To

From Dr. Stanton

Station Mr. Murrow

March 12, 1957

We normally answer such communications by saying that we have a huge backlog of excellent and interesting suggestions, that we schedule guests on the program considerable time in advance, and try to maintain some sort of balance both geographically and professionally, and we will keep your suggestion on file.

E.R.M.

P to P guest suggestion

rh

Person to Person

February 27, 1957

Dear Al:

I am just back from a quick trip to England, and must tell you that the comments about one, General Gruenther, by both the Labor and Conservative lads would have warmed your heart; I was proud to claim your acquaintance.

I am deeply distressed to hear that Mrs. Gruenther has the shingles. It is, I think, the most loathsome disease I have ever encountered, for I had it myself when I came back from the Berlin Airlift. Do please give her my best wishes. I do hope we will be able to visit you as planned on March 15th, but certainly have no desire to use this electronic device to add to Mrs. Gruenther's discomfort.

As ever yours,

General Alfred Gruenther
President
The American National Red Cross
Washington, D.C.

rh

2

THE AMERICAN NATIONAL RED CROSS
WASHINGTON, D. C.

OFFICE OF THE PRESIDENT

February 18, 1957

Dear Ed -

As you know, the Gruenthers are going to "Person - to Person" with you on March 15th.

You should know that Mrs Gruenther has had the Shingles since early November. She has improved greatly during the past few weeks, but she is still in considerable discomfort at times. I am giving this information so that you will know that there is an outside chance that we might be forced to cancel that appearance.

Since I have raised a doubt, I now plan to phone your office on March 1st to give you a status report as of that date. I think the odds are about 3 to 1 that everything will be OK, but I know how much trouble you go to with the program. Hence the warning.

All my best

Al Gruenther

P to P

MUrray Hill 7-1600

NEW YORK HEART ASSOCIATION, INC.
AND
HEART FUND

485 FIFTH AVENUE, NEW YORK 17, N. Y.

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February 26, 1957

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York 17, N.Y.

Dear Ed:

Just a little bit late, may I say thanks for that wonderful program in which you interviewed Gladys Swarthout and Frank Chapman. The plug for Heart could not have been more effective. You cannot imagine how telling it was to be represented by so articulate and gracious a beneficiary of heart research as Miss Swarthout. The entire interview was conducted with your usual great skill. We are the gainers.

Thanks to you and all your associates.

Best regards.

Sincerely,

Will

A. Wilbur Duryee, M.D.
President

AWD:es

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Person to Person

E. R. MURROW

February 26, 1957

Dear Howard Cowan:

It was good to hear from you again. I do recall our meeting in London.

Who knows what kitchen or bathroom we will visit in the next few months! Maybe the best thing would be to tell your principals to look at it tentatively each week; they are likely to see a stove or two of some kind, maybe even a gas one.

As ever yours,

Mr. Howard Cowan, Director
Public Affairs
Public Service Company of Oklahoma
Tulsa 2, Oklahoma

rh
bc: Messrs. Aaron & Zousmer ✓

Ed - You want us to answer this? Joe

PUBLIC SERVICE COMPANY
OF OKLAHOMA

GENERAL OFFICES

TULSA 2, OKLAHOMA

February 22, 1957

HA! Let someone else answer on Joe's (gosh!) time

Mr. Ed Murrow
Columbia Broadcasting System
New York City, New York

Dear Mr. Murrow:

Public Service Company of Oklahoma, an electric utility, is an alternate sponsor of your Person to Person show, with Time-Life magazine, on KOTV in Tulsa. We originally contracted for a 26-weeks sponsorship which will expire in May. We have had a favorable response to Person to Person and chances are good for renewal of the contract. I have in mind one extra fillip that will help me cinch the renewal, higher on up, and it's possible that you or your staff might be of help.

It occurred to me that plans for the show during March, April or May conceivably might include a peek into somebody's kitchen where an electric range or some such appliance strayed into the background--just that, nothing more. If such be the case, could I receive enough notice to make sure the Proper People are handcuffed to a chair in front of a TV set, so's I can make the Proper Pitch? Anything you can do in this direction for our mutual benefit will be appreciated.

The years have probably erased the memory, but our paths crossed in London during the World War II years. I was a war correspondent with AP and was thrown together more with your two top hands, Charles Collingwood and Bill Downs. I resigned as editor of the McAlester, Oklahoma, News-Capital last summer to become director of public affairs for Public Service.

Cordially,

Howard Cowan

Howard Cowan, Director
Public Affairs

HC:ed

P to P

January 25, 1957

Dear Mr. Croke:

Thanks for your controversial letter. You may be interested to know that Mrs. Murrow did exactly what you suggested she should do, although in a fashion less gracious than the one you implied. I shall try to do better in the future. Thanks again for writing.

Sincerely yours,

Mr. C. C. Croke
509 Ogden
Denver 18, Colorado

rh

Card

509 OGDEN
DENVER 18, COLORADO

JAN 22 1957

Dear Ed Murrow —

CONTROVERSIAL

is a four syllable word —
when you speak the word (as
you did on the Jackie Robinson
show tonight) it comes out:

CON-TRO-VER-SI-AL —
(1) (2) (3) (4) 5

There is no such word in our
language Ed — Take a
squint at your desk dictionary —

It's a wonder Mrs Murrow
does not knock your block off
for butchering that good four
(not five) syllable word —

I never miss C to C and
see it now — I enjoy them both —

With warm regard and
deep admiration —

Norton

Ed/FYI

Reply

No/Save

THE CHESAPEAKE AND OHIO RAILWAY COMPANY

TERMINAL TOWER · CLEVELAND 1, OHIO

CYRUS S. EATON
CHAIRMAN OF THE BOARD

January 14, 1957

2

Dear Ed:

This is just a small cross section of the voluminous "fan mail" that I am still receiving as a result of your Person to Person visit by T. V. to Acadia Farms.

I hope you enjoyed your trip to the Far East. Sometime when I am in New York, I shall hope for an opportunity to hear your impressions of that part of the world at first-hand.

With all good wishes,

Sincerely yours,

Cyrus Eaton

Mr. Edward R. Murrow
Person To Person
Columbia Broadcasting System
485 Madison Avenue
New York, New York

CE:rmb

Enclosures

United Mine Workers of America

OFFICE OF
THE PRESIDENT

TELEPHONE
METROPOLITAN 8-0530

UNITED MINE WORKERS' BUILDING
Washington 5, D.C.

December 17, 1956

DEC 21 1956

Mr. Cyrus S. Eaton
Chairman of the Board
Chesapeake and Ohio Railway Company
Terminal Tower
Cleveland 1, Ohio

Dear Mr. Eaton:

I was fortunate enough to see you in a personal interview with Ed Morrow last Friday night on television. It was very good. I thought at the time that the world had lost the services of a great Thespian when you decided to become a financier.

Sincerely yours,

John L. Lewis

Ltr

Every American is a shareholder in the Hall of Fame

HALL OF FAME: NEW YORK UNIVERSITY

53 WASHINGTON SQUARE SOUTH • NEW YORK 12, N.Y.

Telephone: SPRING 7-9250

RALPH W. SOCKMAN
Director

~~DERWIN A. STONE~~
~~Curator~~

December 21, 1956

Dear Mr. Eaton:

May I send my hearty congratulations on your splendid TV appearance last Friday night. Your friends of the Hall of Fame were delighted to observe the wide range of your interests and the clear insights which were revealed in your telecast. The qualities which you so ably designated make us proud to realize how valuable you are to our College of Electors.

May I wish for you all the solid satisfactions of the Holiday Season and the New Year.

Cordially,

Ralph W. Sockman

Mr. Cyrus S. Eaton
2000 Terminal Tower
Cleveland 1, Ohio

RWS:mld

THE CINCINNATI ENQUIRER

FOUNDED APRIL 10, 1841

One of the World's Greatest Newspapers

ROGER H. FERGER
PRESIDENT AND PUBLISHER

Dear Mr. Eaton:

Your performance on television list Friday night proved to the great TV audience that you have still another talent - histrionics! Your poise was magnificent and your message stimulating. - - And, I thought you got in some very dignified albeit effective commercials for C & O and Steep Rock.

Most of all, I was deeply gratified that it was arranged for you to make the closest thing possible to a personal appearance before millions of people right in their own livingrooms. It was a significant piece of public relations and exposed people in all walks of life to your sound philosophy and constructive thinking. In my judgment, it could not have happened to a more deserving member of our small group of American leaders.

All good wishes -

Sincerely,

Mr. Cyrus S. Eaton,
Chairman,
Chesapeake and Ohio Railway Co.,
Terminal Tower,
Cleveland 1, Ohio

December 17, 1956

THE TORONTO-DOMINION BANK

TORONTO, CANADA 19th December, 1956

OFFICE OF THE PRESIDENT

Mr. Cyrus S. Eaton,
Chairman of the Board,
The Chesapeake & Ohio Railway Co.,
Terminal Tower,
Cleveland 1, Ohio.

Dear Mr. Eaton:

Thank you for your thoughtful letter of the 17th instant. I feel honoured that you took time out of your busy life to read the remarks delivered to the Bank's shareholders.

I was visiting the home of Mr. A.T. Lambert, our General Manager, on Friday evening last and had the pleasure of watching Ed Murrow's interview with you. We and our wives liked your surroundings, the grandchildren, and your remarks in response to the questions asked of you.

With every good wish for Christmas and the New Year, I am

Yours sincerely,

A.E. Ames

Room 5600
30 Rockefeller Plaza
New York 20, N. Y.

DEC 24 1956

December 17, 1956

Mr. Cyrus S. Eaton, Chairman
The Chesapeake and Ohio Railway Company
3600 Terminal Tower
Cleveland 1, Ohio

Dear Cyrus:

Hazel and I saw the Ed Morrow show and want to congratulate you on your fine television performance.

It was a grand show and we enjoyed every minute of it.

With best wishes,

Sincerely,

Bob

Robert W. Purcell

RWPurcell
ab

Financial adviser to Rockefeller brothers.

VICTOR B. COOK
70 PINE STREET
NEW YORK 5, N.Y.

December 17, 1956

Mr. Cyrus S. Eaton
Terminal Tower
Cleveland 1, Ohio.

Dear Mr. Eaton:

Congratulations upon your television success.

May I assume that you will now add the Moving Picture Industry to your many interests? It was a fine constructive contribution to our way of life and I enjoyed it thoroughly.

Yours sincerely,

VBC:ACR

Senior Partner, Merrill Lynch, Pierce, Fenner & Beane.

DEC 31 1956

230 PARK AVENUE
NEW YORK

December 26, 1956

Dear Mr. Eaton:

I just want to tell you how excited Alice and I were as we sat in front of our television set and saw you interviewed by Ed Murrow.

The show was well done and you appeared entirely at ease, just as though it were a completely commonplace thing for you to have a national TV audience in your home every night of the week!

My warm regards.

Sincerely,

Tom

Mr. Cyrus S. Eaton
Chairman of the Board
The Chesapeake & Ohio Railway Company
Terminal Tower
Cleveland 1, Ohio

Thomas J. Deegan, Jr.
wc

Vice President, New York Central Railroad

DEC 24 1956

Labor's Non-Partisan League

1435 K STREET, NORTHWEST
Washington 5, D.C.

JOHN L. LEWIS, CHAIRMAN
[redacted]
ROBERT E. HOWE, DIRECTOR

TELEPHONE
DISTRICT 7-4327

December 18, 1956

Mr. Cyrus Eaton
Terminal Tower
Cleveland 13, Ohio

Dear Mr. Eaton:

Through the press we learned of your scheduled appearance on the Ed Murrow program last Friday evening. My office staff and I were very much interested and made a point of watching you that evening on TV. One and all, we enjoyed seeing you and hearing you talk and wish to congratulate you on your performance.

Sincerely yours,

Robert E. Howe

Robert E. Howe

REH/c

Association of American Colleges • 726 JACKSON PLACE, N. W. • Washington 6, D. C.

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December 21, 1956

Mr. Cyrus S. Eaton, Sr.
Terminal Tower Bldg.
Cleveland, Ohio

Dear Mr. Eaton:

Mrs. Distler and I were delighted and pleased the other evening to see and hear you on Ed Murrow's "Person to Person" program. We want you to know that you are both photogenic, and that the entire performance was up to professional standards!

We enjoyed so much this television visit to your Ohio home, and it brought back many pleasant memories of your gracious hospitality at Pugwash. If ever you should decide to leave the world of finance and become a TV actor, you can have the endorsement of the entire Distler family.

With this letter go our warmest personal regards, and our very good wishes for a joyful Christmas and a happy and prosperous New Year.

Sincerely,

Theodore A. Distler

Theodore A. Distler

TAD/bp

ISLAND CREEK COAL COMPANY

R. E. SALVATI
PRESIDENT

HUNTINGTON
WEST VIRGINIA

December 21, 1956

Mr. Cyrus S. Eaton
Terminal Tower
Cleveland, Ohio

Dear Mr. Eaton:

I had the pleasure of seeing you on "Person to Person" just a week ago today. I want you to know that Bea and I got a big kick out of it because of being at your home and knowing you so well. You did a wonderful job in answering the questions and particularly your reference to the transportation of coal and ore was very timely. Since you were unable to see yourself, I want to say that you had better look out because I am sure you will be offered a movie contract.

Bea joins me in sending our best regards.

Sincerely yours,

Raymond

R. E. Salvati,
President

RES:cs

UNIVERSITY OF MIAMI
CORAL GABLES 46, FLORIDA

OFFICE OF
THE PRESIDENT

December 17, 1956

Mr. Cyrus Eaton
Chairman of the Board
The Chesapeake and Ohio Railway Co.
Terminal Tower
Cleveland 1, Ohio

Dear Mr. Eaton:

Last week we had the pleasure of seeing you on television with Ed Murrow and I just wanted to tell you how much my wife and I enjoyed your program.

You had been so nice to us at Pugwash and, though we did not get to meet you there, we naturally felt that we knew you.

It was good to see your grandchildren and we enjoyed thoroughly "Troubadour". My wife insists that he reminds her of our black cocker spaniel, and says she would like to see the two of them together. Your life has certainly been an inspiration to every youth and young man in America.

With best wishes for the Holiday Season.

Sincerely yours,

Jay F. W. Pearson

JFWP/rlw

Class of Service
This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION
TELEGRAM

W. P. MARSHALL, PRESIDENT

(50).

SYMBOLS
DL = Day Letter
NL = Night Letter
LT = International Letter Telegram

The time shown in the date line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

CTB010 PA023

P NKB636 DH NL==TDNK PEAPACK NJER 1==

CYRUS S EATON=
ACADIA FARMS NORTHFIELD OHIO=

1956 DEC 15 AM 7 33

CONGRATULATIONS ON A MAGNIFICENT TELEVISION APPEARANCE STOP WE ALL GREATLY ENJOYED YOUR STIMULATING ENTHUSIASM=
:DAVID I MACKIE EASTERN RAILROAD=

Chairman, Eastern Railroad Presidents Conference.

THE COMPANY WILL A

THE UNIVERSITY OF CHICAGO
5801 ELLIS AVENUE
CHICAGO 37 · ILLINOIS

GEORGE H. WATKINS
Vice-President—Development

December 19, 1956

Mr. Cyrus Eaton
Terminal Tower
Cleveland 13, Ohio

Dear Mr. Eaton:

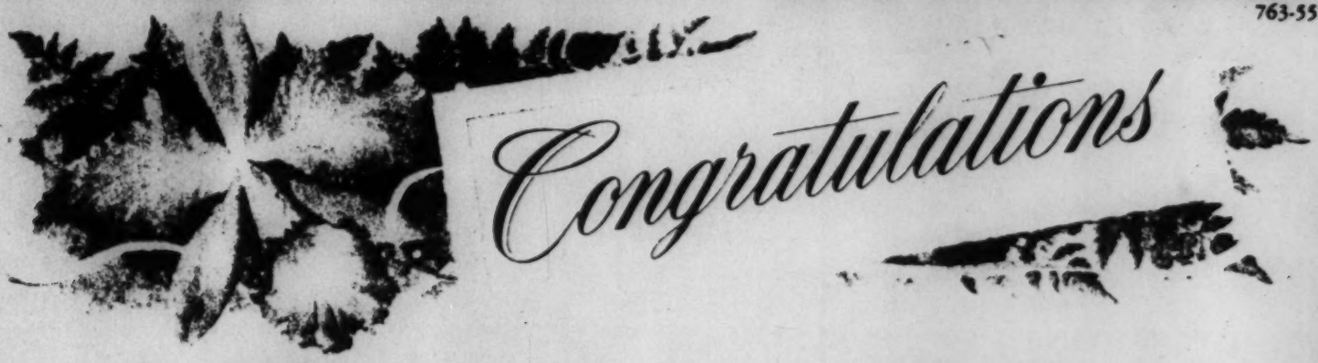
A belated note to tell you how much I enjoyed your appearance on Murrow's show the other evening. I thought the entire show an excellent one.

My warm best greetings for Christmas and the New Year.

Sincerely yours,

George

763-55



CTA325

CT LLF348 CGN NL PD=CINCINNATI OHIO 14=

CYRUS EATON=

NORTHFIELD OHIO VIA CLEVE=

ENJOYED THE GRANDCHILDREN THE GRAND CHAMPION BUT YOU WERE THE GRANDEST OF ALL CONGRATULATIONS AND BEST WISHES FOR MANY MORE YEARS IN THE OLD SHACK=

ROBERT S MARX=.

BY WESTERN UNION

Judge Marx is Senior Partner of Nichols, Wood, Marx & Giner, one of Cincinnati's leading law firms.

Director of Schenley Industries, Inc., and other corporations.

Emery, Bird, Thayer

KANSAS CITY 6, MISSOURI

HERBERT H. WILSON
PRESIDENT

December 19, 1956

Mr. Cyrus Eaton
Chairman of the Board
The Chesapeake and Ohio Railway Company
Terminal Tower
Cleveland 1, Ohio

Dear Mr. Eaton:

I listened to your television program on Person to Person on December 14, and you surely looked and acted very natural. I think the program was quite interesting. I did not know you had so many grandchildren.

You must have a beautiful place at your farm in Northfield, Seeing that prize steer you showed reminds me that we have of course the American Royal Live Stock and Horse Show here every October, and I think it would be wonderful if you would exhibit some of your animals here sometime. And why don't you make it a point to be here during the American Royal next year? We really have a wonderful show, both Live Stock and Horse Show.

I hope you and your family have a very Happy, Healthful Christmas and New Year.

Yours sincerely,

Herbert H. Wilson

HHW/pb

MILTON V. FREEMAN
1229 NINETEENTH STREET, N. W.
WASHINGTON 6, D. C.

December 17, 1956

DEC 19 1956

Dear Mr. Eaton,

I want to congratulate you on your impressive performance on Ed Murrow's program.

I thought you would be interested in the interesting group that was assembled at my home to see the program. The guests of particular interest to you included Judge Arnold, Walt Cloke and Milton Kroll. I felt that the passage of time and repentance had permitted the admission of the sinners Kroll and Cloke to the charmed circle of your admirers.

Sincerely,

Milton V. Freeman

Mr. Cyrus S. Eaton
Terminal Tower
Cleveland 1, Ohio

The Cleveland-Cliffs Iron Company

Offices 14th Floor Union Commerce Building

Cleveland 14, Ohio

MARINE DEPARTMENT
H. L. GOBEILLE
VICE PRESIDENT
W. F. RAPPRICH
MANAGER
J. L. MORTON
ASSISTANT MANAGER

December 17, 1956

DEC 18 1956

Mr. Cyrus S. Eaton
2310 Terminal Tower
Cleveland 13, Ohio

Dear Mr. Eaton:

Congratulations on your excellent TV performance last Friday night! Mrs. Gobeille and I listened with a great deal of interest and we both felt very proud to know you.

Sincerely,

Goby

WILLIAM GRAY PURCELL, ARCHITECT, PASADENA, CALIFORNIA

DEC 24 1956

NO REPLY PLEASE

(YOU COULDN'T ANSWER ALL OF US 30 MILLION)

Mr Eaton --

Our family greatly enjoyed
having you in our evening room ~

My English wife said
"So fine a face ~ a quality person!"

Sister Dorothy thought it good
to meet a widely useful man
not taken up with possessions.

Enclosed for you
a poem
some music
and some good prose
by one (among other things)
who was a partner of
Cyrus McCormick ~

WHAT A POWER FOR GOOD
IN THIS NATION IS
EDWARD MURROW ~

DIRECTOR — RET'D.
ALEXANDER BROTHERS
PHILADELPHIA

Member of the American Institute of Architects. Registered Architect, Illinois and Oregon.

3201 BARHITE STREET, ZONE 8; TELEPHONE SYCAMORE 6-672

THE UNIVERSITY OF MISSISSIPPI
SCHOOL OF EDUCATION
UNIVERSITY, MISSISSIPPI

December 19, 1956

Mr. Cyrus Eaton
Northfield
Ohio

Dear Mr. Eaton:

Your statement on Ed Murrow's television program concerning the lack of understanding now prevalent in the public's mind in relation to businessmen was in complete agreement with an opinion I have held for some time.

In general, the information prepared and distributed by industry for educational purposes is excellent, but I am firmly convinced it does not create interest in industry at the most opportune time in the student's educational life. Since most individuals reach a peak of curiosity during their formative years in the elementary school, more educational material prepared by industry should be written for the nine, ten, and eleven year old child.

Therefore, the story of your life written for elementary children would create interest in a great leader of industry, develop a lasting belief in free enterprise, and develop greater understanding of the role of industry in our American way of life. In addition, it would supply schools with a valuable source of supplementary materials. If this proposal interests you, I would appreciate the opportunity to develop such material.

Sincerely,

A. W. Scrivner
Associate Professor of Education

AWS/bfm

SCRANTON CHAMBER OF COMMERCE
CHAMBER OF COMMERCE BUILDING
SCRANTON 1, PA.

H. J. CONNOLLY
PRESIDENT

December 19, 1956

Mr. Cyrus S. Eaton
Acadia Farms
Northfield, Ohio

Dear Mr. Eaton:

I would like to express my pleasure over your remarks on the Edward R. Murrow "Person to Person" program recently, concerning the future of the coal industry.

Scranton, Pennsylvania, while currently engaged in an industrial development program designed to build a firm economic foundation based on diversified industry, nevertheless achieved its original greatness from the vast and rich deposits of anthracite found here.

While the decline of the coal industry gave rise to the problems leading to the birth of the now famed "Scranton Plan" of industrial development, the coal industry, much smaller than in former years, is still a very important part of our local economy.

New developments in the use of coal and coal products have, of course, been publicized and heralded as meaning much to the industry's future. However, it meant a great deal to those of us who are associated in one way or another with the coal industry to hear you list it as one of those areas in which the future looks bright.

Sincerely yours,

H. J. Connolly

H. J. Connolly
President

HJC:ag

DEC 21 1956

COLGATE UNIVERSITY
HAMILTON, NEW YORK

THE PRESIDENT'S ROOM

18 December 1956

Dear Mr. Eaton:

I happened to be visiting my parents in Plainfield the other day when you appeared with Ed Murrow on the television screen. My father, who is over eighty and has been a banker for two-thirds of a century, was particularly interested in hearing your part of the discussion and seeing you again. He said it recalled the time prior to World War I when, as a vice president of the old Farmers Loan and Trust, he received you and Charlie Eaton and made you a loan of $5,000. He added, with a smile, that he had never had any occasion to regret it.

May this Christmas be a merry one for all the Eatons.

Faithfully yours,

Everett Case

Everett Case

Mr. Cyrus S. Eaton, Sr.
Terminal Tower
Cleveland 13, Ohio

The Cleveland-Cliffs Iron Company

Ore Mining Department

G. J. HOLT, GENERAL MANAGER
J. S. WESTWATER, MANAGER, MICHIGAN MINES
S. W. SUNDEEN, MANAGER, ORE DEVELOPMENT
J. D. PRESTON, MANAGER, ELECTRIC POWER

ISHPEMING, MICHIGAN December 26, 1956

DEC 28 1956

Mr. Cyrus Eaton, Sr.,
Terminal Tower
Cleveland, Ohio

Dear Mr. Eaton:-

I was extremely sorry not to be able to hear your talk on television, since this was not broadcast on our local station and we had no means of enjoying it here.

You may perhaps recall meeting my daughter Madeline who was with us on a picnic at Michigamme, and who has since married and is living in Los Angeles. Madeline wrote us an interesting note stating she was fortunate enough to be tuned in to a station in Los Angeles where she now lives and heard the entire talk and said it was extremely interesting. It would have given us the utmost pleasure to have been able to tune in, however, we are accessible only to the one station.

With kindest wishes for the New Year, I remain,

Sincerely

General Manager

GJH:DP

WESTERN RESERVE UNIVERSITY
CLEVELAND 6, OHIO

DEPARTMENT OF
POLITICAL SCIENCE

December 21, 1956

DEC 22 1956

Mr. Cyrus Eaton
Acadia Farms
Northfield, Ohio

Dear Mr. Eaton:

Please pardon the intrusion into the privacy of your home, but I did thoroughly enjoy the expressions of your personal philosophy and practical living as presented over Ed Murrow's "Person-to-Person" program last week.

A Merry Christmas and a Happy New Year to you and yours.

Sincerely,

Al Hotz

Alfred J. Hotz
Professor of Political Science

AJH:mek

DEC 17 1956

CLASS OF SERVICE

This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION

TELEGRAM

W. P. MARSHALL, PRESIDENT

SYMBOLS

DL = Day Letter

NL = Night Letter

LT = International Letter Telegram

1201

The filing time shown in the date line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

CTA093 KA011

K LLB010 NL PD=KANSAS CITY MO 14=

DEC 15 AM 2 57

CYRUS EATON=

CHAIRMAN CHESAPEAKE AND OHIO RR TERMINAL BLDG CLEVE=

WE ENJOYED HAVING YOU IN OUR OWN HOME TONIGHT CHATTING WITH ED MURROW YOUR TALK WAS AN INSPIRATION FOR ALL GOOD AMERICANS WITH BEST REGARDS=

HARRY AND CLIFF=.

Mr. Cliff C. Jones - President, R. B. Jones & Sons., Inc., Kansas City, Mo.
Director, Kansas City Power & Light Company.

DEC 2 4 1956

Palo Alto, California
December 14, 1956

Mr. Cyrus Eaton
%Otis Trust Co.
Cleveland, Ohio

Dear Mr. Eaton,

I desire to compliment you on your fine performance and appearance on my TV screen at 7:30 P.M., the Person to Person program, CBS, our channel 5. Several of my friends liked the broadcast very much and it was especially pleasing to me in that it recalled events of a time before World War 1, in western Iowa, when you and Mr. Abbott purchased the stock of the Avoca Electric Light and Power Co. and merged it into the Continental Gas and Electric Corporation.

As I was manager at Avoca at that time, and later worked for the Continental as manager of properties; I recall you very clearly despite my 83 years. I was pleased to note your retention of personal appearance, the firm tone of your voice and your continued interest in the human things of life, the home, the children and the animals.

I have been living, retired, health good and fairly active. Mrs. T. and I live by ourselves, have one son here, Loren Torry, now a partner in the C.P. firm of Ernst and Ernst of San Francisco. My other son, Volta, the little boy who had infantile paralysis when I lived in Avoca is now TV director in charge of pgrograms for the M.I.T. at Cambridge, Mass. He is the former editor of Popular Science monthly.

I really enjoyed your program and it brought to mind old friends with whom I have been out of contact for years: Frank Brooks, Beohner, Harvey, Abbott, Lee and many others.

Yours truly, W A Torry

W. A. Torry
640 Fulton St.
Palo Alto, Calif.

JOHN A. AARON

Ed -
F-11 -
Some excerpts
from the recent
mail re Godfrey -
Don

Quotes from well-known personalities about appearances on "Person to Person." Reaction from viewers about ERM being replaced by Arthur Godfrey.

PERSON TO PERSON

ERE:
EST LETTER EXCERPTS: 2/26/59 Aaron, John

must say that I had quite a happy mail as the result of being on the program
nd the adventure turns out to be one of the durable satisfactions of my life".
ct 15, 1956) Sincerely yours, JOSEPH N. WELCH

t was agreat pleasure to be with you last night and our heartfelt thanks to
u all for making it so pleasant and exciting for us."
Dec 9, 1955) Very Sincerely, Jane du Pont

t was an experience we all enjoyed very much....."
arch 6, 1957) Sincerely Yours, Garrison H. Davidson (Maj. Gen.)
Supt. of West Point

e were glad to have you in our home...." Ralph Bunche
arch 16 1954)

t has certainly given us a great respect for all that goes on behind the
mes for TV....." Mrs. Barbara H. Sherrill (Bishop) (Jan 10, 1958)

e evening will long be remembered and the recollection of it will give us
easure always." Mrs. (Gov) Meyner (Dec 31, 1957)

f any of us doubted the power of Television, we have been forced to change our
ws, for we've been receiving telegrams and letters from friends we haven't
n in more than 40 years. They come out of the woodwork in all directions!"
ly 10, 1957) Arthur G. Nielsen

rs. Nimitz and I enjoyed being your guests". Adm. C. W. Nimitz (2/23/57)
e recently returned from a visit to California and while on our trip we were
nstantly amazed at the number of people who came up to us on the streets,
n the train, in the swimming pool, restaurants, etc., telling us they
d seen us on your program. (Sen.) Herbert H. Lehman (3/25/57)

(MORE)

EXCERPTS: 2.

"Could Annalee and I insert here a word for your wonderful crew: such efficient, kindly, understanding people are rarely come by....
What a wonderful show to run!" Clifton Fadiman (12/1/56)

"How could it help but be good with your own personality there in the room with me." Richard L. Simon (Oct 19, 1953)

"We had such fun being with you Friday Night---everyone was so nice---friendly and helpful...." Jinx (no date but word Monday)

"Thank You! Thank You!', Thank You!!! and one and all -----! You coming to visit at our house has brought us many hours (at least two days) of the greatest kind of happiness-----"I completely loved just plain doing it---"
Mary Martin (May 4th ?)

"We have had so many congratulatory letters and wires, it is quite exciting". Susan E. Wagner (Mayor) 6/9/54)
"....I thoroghly enjoyed Operation-Person-To-Person...." Fannie Hurst 6/19/54
"We were deluged with complimentary letters this morning, which speaks well for the popularity of your program." Eugene Ormandy (Oct 11, 1954)

"Believe me it was a delight!" Patrice Munsel (January 26th) ???
"...the most rewarding experience I have ever enjoyed". Mrs. C. W. Bay 1/27/58
"It was a pleasant and indeed most interesting and I must add, extraordinary experience and --- I did have fun ! Your boys who worked with me were just terrific. Fred Astaire June 11, ?

(MORE)

EXCERPTS, 3.

"Mrs. Burton and I cannot express too strongly our appreciation of your granting us the opportunity for a Person-To-Person interview on Friday, November 7. The whole matter was so cordially arranged and conducted that it was a pleasure to have a part in it." Justice Burton (11/12/58)

"We enjoyed being on the show tremendously. The reaction has been heartwarming...." Russel Crouse (11/22/58)

"Solange and myself cannot refrain from telling you again of our delight in having been included in your distinguished programme "Person to Person". ...We have been literally inundated by telephone calls, telegrams and letters.....".Yousef Karsh (1 /12/ 59)

"We want to thank you for having us on your show. It has made us so important". Russell Patterson (11/3/58)

"I am still receiving letters, and I am so happy that I was able to have you come into my ~~xxxxx~~ home". Louella Parsons 11/25/58

"I want you to know what a delightful pleasure it was to be on your "Person To Person" show from our living room Friday night. Your easy, natural manner put us entirely at ease and made the experience one we will long remember." Ivy Baker Priest 12/22/58

"I shall always remember with the greatest sense of pride that I ~~xx~~ once had the opportunity to be interviewed on the PERSON TO PERSON program by you, as did the rest of the family". Norman Vincent Peale 1/6/59

(MORE)

EXCERPTS, 4.

"Everywhere I go these days, I meet members of "THE PERSON TO PERSON CLUB", and we have wonderful conversations comparing experiences and sharing pleasant memories of our television meetings with you." Burr Tillstrom (12/29/58)

"I wanted to write this letter in longhand so I could tell you personally how we enjoyed being on"Person To Person"...Harold Russell 11/3/55

Aaron, John

7

Godfrey Excerpts, 1.

"Just one more instance of the down grading of TV shows...."

(and from same letter)

We can't imagine any advertiser except someone with an inferior product choosing to use this dissolute boar, and I use this spelling advisedly this time. for he hogs every program with his meaningless chatter, using much better talent merely as preps."

".....replacing him with Windy Arthur Godfrey. With his ~~xxxx~~ flair for the limelight and slow drawly way of talking the people will never have a chance to say anything about themselves."

"He is slovenly in dress, manner and speech and is not above smut. He is the SUPreme Egotist. We never buy anything he recommends."

"Mr. Godfrey may own a lot of CBS stock (rumors) but must we be subjected to his brand of broadcasting on a high level show? He should be ashamed of his recent remarks to the Press, in reference to the people who have appeared on Person to Person."

"....my reaction was - they must be kidding!

(from same note) You cannot seriously believe that the audience which is attracted to anything at all Ed Murrow does will be satisfied with that crashing bore, Arthur Godfrey?"

AE

Pro P greats, Andrews, Eleanor Steber

ELEANOR STEBER

119 WEST 57th STREET, NEW YORK 19, N. Y.

March 25, 1959

Mr. Edward R. Murrow
Columbia Broadcasting Company
485 Madison Avenue
New York, N. Y.

Dear Ed:

It is difficult for me to tell you the very great pleasure that my husband and I had visiting with you on Person-To-Person last Friday night. I can truthfully say that it was one of the outstanding experiences of my career.

The roses which you so kindly sent were indeed lovely, and grace our home even today.

Again, many thanks, and we are looking forward to the opportunity of a closer association when our plans for the World Tour of 1961 materialize.

With kindest regards,

Sincerely yours,

Eleanor Steber Andrews

Eleanor Steber Andrews

ESA:ag

To Ed Murrow
with greetings from The girl you
Most cordially Eleanor Steber.

Barkley, Jane

Mr. M,

Johnny has been working on this with Mr. Barkley's secretary. We have sent them a kinescope and will arrange the showing when the secretary gives Johnny a time and date convenient to the Barkley's.

dm

April 8, 1952

Ask Fred if we have set up a showing for them?

Dear Mr. Murrow:

Although the Vice President thanked you yesterday over the telephone for the lovely orchids which you sent to me, I still wish to tell you myself how much I appreciated them. They were unusually beautiful ones and I had great pleasure in wearing them after the broadcast to a reception which we attended.

I do hope that we shall have the pleasure of seeing the film of the show in the very near future. Perhaps I should not say this, but all the time I was sitting there yesterday I felt that my husband was doing as "smooth" a job as could have been expected from a seasoned actor! I know he would like to see for himself just how the show went, and I am sure that he will be as pleased with it as I was.

With renewed thanks for your thoughtfulness,

I am

Most sincerely,

Jane R. Barkley

Mr. Edward R. Murrow
c/o Columbia Broadcasting System
New York, New York

P.P. Guests
Block, Herbert L.

The Washington Post
AND
Times Herald
1515 L STREET, N.W. WASHINGTON 5, D.C. REPUBLIC 7-1234

HERBERT L. BLOCK

July 3, 1957

Dear Ed:

I just want to thank you and Mrs. Murrow for a delightful TV visit. It was nice of you to have me on the program, and it was awfully good to see you again in New York.

The Tito program was beautiful! Also, your recent speech on a steady diet of entertainment programs being a potential opiate of the people continues to reverberate --- as it certainly should.

Best to yourself and Fred,

Herb

HB:cdt

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, N. Y.

Caniff, Milton

MILTON CANIFF

May
Eighth
1959

Dear Ed...

I was very pleased and interested to have your message of 5 May about the summer season of plays Charlie Hill will present at the Mount Kisco Playhouse, beginning June 30th.

Since we participate in the program offered by our local theatre, the Tappan Zee Playhouse in Nyack, N. Y., we will not be wandering across the river, but we are very happy to know of Charlie's new venture and certainly will pass the good word along to friends in this and that area.

Thanks so much for your thought of us.

Very best wishes, always...

Sincerely,

Milton

New City
Rockland County
New York

Caniff, Milton

March 7, 1956

Dear Milt:

I don't know whether Casey has written to you yet, but he is laboring at it. In any event, he has had your sketch framed and is going to hang it in his room, which is more than he has ever been disposed to do with any previous drawing. I enjoyed the visit enormously and apparently the viewers did too.

As ever yours,

Mr. Milton Caniff
Top Ridge
South Mountain Road
New City, New York

rh

MILTON CANIFF

February 23, 1956

Dear Ed:

The experience of being on your PERSON TO PERSON was unforgetable. The impact of that single show on all types of viewers was greater than any other guest shot I ever did.

The 'Boarding House Reach' thing seemed to create the stir we hoped it might. Your crew was just as good as it had been touted...so that it all totals up to a fine excursion (for me) into another medium.

Thanks for asking me.

Cordially,

Milton

Milton Caniff

New City
New York

Carter, John

MRS. JOHN CARTER
2706 THIRTY-SIXTH STREET, N. W.
WASHINGTON 7, D. C.

Noane, 13 Feb.

Goodness, to. I just finished writing Janet to congratulate you on being the subject of the most lively profile the N. Yorker has had for years, when I pick up my Post & see that I must congratulate you again on the TV awards. I think you owe it to your friends to stop being so distinguished & give them a minute or two to recoup between honours. But I do think it impressive, though not

surprising for you to enter a new field & immediately top all the top gangs. I hope you are pleased — I know Janet must be proud & delighted, as are all your friends, including

Yours, true

In the Nation's Capital.

Carter, John

P to P.
F4I
Wm.

BRITISH EMBASSY
WASHINGTON

December 17, 1953

File

Dear Ed

Many thanks for your letter of December 11, which would have been acknowledged before only that I have been laid up with a poisonous cold. The cheque you have sent is a most generous one and will undoubtedly sweeten the Christmas holidays for all those members of the Ambassador's staff who lent a hand with the preparations for the T.V. programme - and their dismantling.

The kinescope has just arrived. Many thanks for that also. I am much looking forward to having a look at it myself for the bits I didn't see behind the camera.

Merry Christmas from us both

Jake

John Carter

Mr. Edward R. Murrow,
485 Madison Avenue,
New York, N.Y.

A

Carter, John

December 11, 1953

Dear ~~John~~ JAKE:

Herewith a small check for "The British Embassy Christmas Gratuity Fund." It seems little enough in view of the magnificent cooperation given us by the Ambassador's household staff.

We have received much favorable comment on the program and hope you had as much fun doing it as we did. Very many thanks to you for helping us to get the thing set up.

Best regards,

Mr. John Carter
British Embassy
Washington 8, D.C.

rh

Kay:

We have ordered..pronto.. a check for $100 for "The ~~Ambassadorsm~~ British E mbassy Christmas Gratuity Fund." The idea is to avoid social security numbers etc and get it to them before xmas. Will you do, or will you suggest to ERM' a letter to Makins or Carter to be enclosed with check when its received.

mt... many thanks

jz

Carter, John

December 15, 1953

Dear Jake:

The kinescope of the program on which the Ambassador appeared has already been sent out and should reach you almost as soon as this letter. I hope you will enjoy seeing it and trust that Sir Roger will feel that the cameras did him justice. As I told you in a previous note, we received much favorable comment on the program.

The television set was intended as a small present for the Ambassador. If it does not function properly, just let us know and we will send an engineer around to fix it.

Best regards.

As ever,

Mr. John Carter
The British Embassy
Washington, D.C.

rh

BRITISH EMBASSY
WASHINGTON

December 10, 1953

Dear Ed

Your people have not been around to take away the T.V. set which you kindly arranged to have installed in the Embassy so that the Ambassador's guests and household could watch the programme on November 27. I expect it has just been overlooked; but I thought I would let you know privately that if it continued to be overlooked until after the Christmas holidays, when all the children will be at home, it would be a popular move!

I wish you and Janet would think of making a leisurely visit to Washington sometime, with no T.V. or radio programmes to distract you, so that we and your many other friends here might have the chance of a proper gossip.

Yours ever

John Carter

Mr. Edward R. Murrow,
485 Madison Avenue,
New York, N.Y.

P.S. Jesse Zousmer promised to send us a Kinescope of the programme, which I hope may be on the way soon.

BRITISH EMBASSY
WASHINGTON

December 1, 1953

Dear Ed

As I was myself hanging about behind the cameras during most of Friday night's broadcast, I shall have to wait until the promised kinescope reaches us to see the programme properly. But I have already heard the comments of a number of people who did see it and the general impression seems to have been extremely favourable. There was apparently some fuzziness of outline on a good many local sets, especially in the earlier part of the programme, but I daresay that was a local phenomenon. The more hardened viewers also seem to agree that the latter part of the programme, when Sir Roger was in his study, was more effective than the earlier; but I realise fully, having watched the preparations, how difficult it is to handle grouping and movements, and I hope your shrewd expectation that the "popular" features at the beginning would catch and hold the audience's interest would be justified by your own reports, since, after all, what the Ambassador and I were mostly interested in was their attending to such serious things as he had to say.

Thank you for all the trouble which you and your colleagues took over this programme. I hope you thought it worth while: I certainly did.

Yours ever

Jake

John Carter
Assistant to H.M. Ambassador

Mr. Edward R. Murrow,
485 Madison Avenue,
New York, N.Y.

Nov. 5

Mr. M,

Jesse says he had a conversation this morning with Jack Aisen, their Radio-TV man...he'll tell you about it.

dmcd

Carter, John

British Embassy,

Washington 8, D.C.

Dear Ed

I was sorry to miss you in New York last week, for time is getting on and we need to know as soon as possible your plans and requirements for the Person to Person show in the Embassy on November 27.

Unless you expect to be in Washington within the next few days, which would give you a chance of looking over the physical possibilities on the spot, will you give me a ring or let me have by return as much detail as you can.

I understand that the programme itself is between 10.30 and 11.0 p.m., but we need to know:

(1) How long will be needed for setting up paraphernalia and rehearsing the act?

(2) How extensively you want to range throughout the Embassy?

(3) How many members of the Ambassador's family or staff would be involved?

Apart from the fact that, as you know, this date co-incides with the conference of H.M.Consuls in Washington, the Ambassador and Lady Makins have to consider some house guests and I would like to be able to let Their Excellencies know as soon as possible just what they are in for.

Yours ever

Jake

John Carter.

P to P. Guests
Clark, Wilbur

March 19, 1958

Dear Wilbur:

It was most thoughtful of you and Toni to send me the wire.

I am still hoping to pay you a visit sometime next summer. Meanwhile don't forget to let us know when next you are in town.

As ever yours,

Mr. Wilbur Clark
The Desert Inn
Las Vegas, Nevada

fc

763-37

Congratulations

1958 MAR 13 PM 7 39

NA295 CGN PD=FAX LAS VEGAS NEV 13 345PM PST=

EDWARD R MURROW=PERSONAL DLY

485 MADISON AVE=

CONGRATULATIONS ON YOUR TWENTIETH ANNIVERSARY AS A NEWSCASTER AND AS TWENTIETH ANNIVERSARY OF MAKING PEOPLE HAPPY= MANY GOOD WISHES=

TONI AND WILBUR CLARK=

BY WESTERN UNION

Guest P.P.

October 9, 1957

Dear Wilbur:

I am not the churlish ungrateful bastard you must think me to be. The fact is that your wonderful present arrived while I was on holiday and I just plain forgot to write and say you my thanks.

Another reason for the delay is that I have not yet developed sufficient courage or aplomb to carry the money clip, because it would be vulgar to extract anything less than thousand dollar bills from such a piece of equipment.

Do let us know when you are going to be in town again.

Sincerely,

Mr. Wilbur Clark
Desert Inn
Las Vegas, Nevada

fc

Crosby, Bing

January 10, 1955

Dear Bing:

I see by the papers that the New York critics enjoyed "Country Girl" ... thus taking me off that 3400-mile plug and hook.

And in case you missed it, "Variety" thought you and Mary Margaret gave us the best PERSON TO PERSON we've ever done. The Mug thought "Murrow was almost a stooge, so articulate and spontaneously vocal were his vis-a-vis."

The boys in the shop were unduly impressed because one of the rating systems marked their efforts with a place in the first ten television shows ... for the first time.

In all, it was the beginning of a good December.

I offer you my thanks for a fine job. I hope our crew didn't permanently dis-joint your attractive home.

And next time you're out this way ... you call the shot again.

Sincerely yours,

Mr. Bing Crosby
594 South Mapleton
Holmby Hills, California

rh

Dear Bing:

I see by the papers that the New York critics enjoyed "Country Girl"...thus taking me off that 3400-mile plug and hook.

And in case you missed it, "Variety" thought you and Mary Margaret gave us the best "Person to Person" we've ever done. The Mug thought "Nurse" was almost a stooge, so articulate and spontaneously vocal were his vis-a-vis."

The boys in the shop were unduly impressed because one of the ratings systems marked their efforts with a place in the first ten television shows...for the first time.

In all it was the beginning of a good December.

I offer you my thanks for a fine job. I hope our crew didn't permanently disjoint your attractive home.

And next time you're out this way..you call the shot again.

Crouse, Russel
(P to P guests)

November 19, 1958

Dear Anna and Russel:

I must tell you that I have made visits "in person" that have been less relaxing and enjoyable than the electronic one on Friday night. It is on occasions like that that television can be real fun, if for no other reason than that it gives a few million viewers an opportunity to meet civilized people who also appear to be enjoying themselves. Thank you again.

Sincerely yours,

ERM:skh

Mr. and Mrs. Russel Crouse
151 East 61st Street
New York 21, N.Y.

HOWARD LINDSAY RUSSEL CROUSE

151 EAST 61st STREET • NEW YORK 21, N. Y.

PHONE TEMPLETON 8-6322

November 15, 1958.

Dear Ed:

In the after-it's-over calm and with the fear of tripping over cables or knocking over mikes removed, we want to thank you and to tell you what a joy it was to be with you on "Person To Person" last night.

Your remote-control calm took over at just the right moment to soothe jangled nerves and the many telephone calls we've had indicate that at least we didn't disgrace you, which makes us happy.

May we say, too, that we have never come in contact with a staff and crew so efficient, so patient and so downright charming as yours.

Again thanks and we hope that some day you and Mrs. Murrow ~~and~~ will make an in-person-to-person visit to our home.

Sincerely,

Howard

+

Russel

Cummings, Bob

January 9, 1958

Dear Bob:

Many thanks for your cordial letter.

I thoroughly enjoyed my visit with you and your delightful family on PERSON TO PERSON, and I am glad to hear that you all found it a pleasant experience.

My best wishes to all of you for the new year!

Cordially,

Mr. Bob Cummings
1060 Laurel Way
Beverly Hills, California

mec

BOB CUMMINGS
1060 LAUREL WAY
BEVERLY HILLS, CALIFORNIA

December 30, 1957

Mr. Edward R. Murrow
c/o Columbia Broadcasting System
485 Madison Avenue
New York 22, New York

Dear Ed:

Mary, the children, and I thoroughly enjoyed our visit with you. Thank you for inviting us. We've heard so many nice things about our appearance on your show from all over the country -- I'm sure your high rating is nevertheless under rated -- literally everyone sees your show!

May we congratulate you on the efficiency, courtesy and general excellence of your staff, crew -- in fact everyone with whom we came in contact connected with your show made the whole thing a happy and pleasant experience. It was a pleasure having you (collectively) visit us en masse in our home.

Mary and I thoroughly enjoyed your review of the Big News of '57 yesterday. Congratulations!

Happy New Year

Cordially,

Bob

BOB CUMMINGS

C:fs

George de Mille, Agnes
Pto Pguest

November 25, 1958

Dear Agnes:

You did talk more than most interviewees, for the very good reason that you had more to say. I was for once rather proud to be working in this medium and that doesn't happen very often. Janet and I would love to come and break a chair with you, at your convenience.

As ever yours,

ERM:skh

Miss Agnes George de Mille
25 East 9th Street
New York 3, N.Y.

AGNES GEORGE DE MILLE Private
25 East 9th St. New York 3

November 17th, 1958

Mr. Ed Murrow
c/o C.B.S. T.V.
485 Madison Avenue
New York, N.Y.

Dear Ed Murrow:

I want to tell you how excited Jonathon and I were to participate in the show the other night. I never took part in anything more expertly run off. The men left the house cleaner than they found it. In fact, if they would come back each week, I think I might get the reputation ~~of~~ being a good housekeeper. Jonathon was popeyed with the doings in the trucks, and so was I, as much as I was permitted to be. Would you thank everybody, involved for their ~~excellence~~ expertise and courtesy.

I have been told by many people that I talked more than most interviewees on your program. I'm not sure this is good.

You told me that I would hear from a great many unexpected people. The first call the next morning was from Marian Anderson. Jonathon came screaming into the bedroom with ~~my~~ the news and when I had hung up, he said, "Well, you can't go higher than that, can you?" - and you can't.

Some day would you and Mrs. Murrow really come to our house? I'll let you sit on the breakaway chairs.

Sincerely,

Agnes

GR 3-3024

P. & P. Gen. I
de Seversky, Alexander P.

April 10, 1958

Dear Major de Seversky:

More power to your typewriter.

As ever yours,

Major Alexander P. de Seversky
30 Rockefeller Plaza
New York 20, New York

fc

ALEXANDER P. DE SEVERSKY
30 ROCKEFELLER PLAZA
NEW YORK 20, N.Y.

19 March 1958

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, N.Y.

Dear Mr. Murrow:

Enclosed you will find my article in THIS WEEK magazine, which will appear throughout the country next Sunday. Since the editorial comments allude to my previous articles, I enclose these also.

The main theme of the current article is Limited Wars, and I touch only briefly upon such matters as the possibility of defense against the atomic bomb and reorganization of our national defense establishment. I am, therefore, also sending you a copy of my statement before the Senate Preparedness Subcommittee, the PAGEANT condensation of my speech before the Armed Forces Communications and Electronics Association, as well as a column syndicated by the North American Newspaper Alliance in which I deal more fully with the absurdity of our present national defense establishment.

The editorial response to my recent stand is extremely voluminous and favorable, and it looks as though I am beginning to make a dent in the Washington conservatism and complacency.

Sincerely yours,

Alexander P. de Seversky

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PAGEANT

MARCH 35¢
1958

BY MAJOR ALEXANDER de SEVERSKY

So That This Nation Shall Not Perish...

A grim warning to America from one of the world's most distinguished experts on air power:

"America now has its last chance . . . the question is will we have the wisdom to make certain fundamental changes in our defense setup. If not, within three years our country may lie in ruin. One out of every three of you who read these lines may be dead, and the other two enslaved."

This is a condensation of an address delivered by Major Alexander P. de Seversky before the Armed Forces Communications and Electronics Association on October 23, 1957.

So That This Nation Shall Not Perish...

BY MAJOR ALEXANDER de SEVERSKY

■ ON SEPTEMBER 24 of last year, President Eisenhower announced, "The United States is maintaining the most powerful military establishment in our peacetime history."

That is correct in the abstract. We have the most powerful military establishment in our peacetime history. But by the same token, never in our history, whether at war or in peace, have we been so weak in relation to our potential enemy.

This is the truth, and the American people ought to know it —and know it quickly—if we are to survive.

The world is in great danger.

Geographically we are divided into East and West; ideologically into Communism and Capitalism; technologically, economically and militarily into two opposite camps, one dependent upon the U.S.A., the other upon the U.S.S.R. Under the impact of a cold war, these two opposing masses acquire an ever greater energy potential, and it is only a matter of time before an explosion occurs. National defense, therefore, must be uppermost in our minds.

Everybody agrees that free people must be invincibly strong, yet there is no agreement as to how we should achieve that strength.

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The earliest official reaction to the sputnik was to dismiss it, not only as a useless scientific trick, but as the greatest Soviet blunder. Presidential Assistant Sherman Adams, in a talk in San Francisco, said that our purpose is not to rack up a high score in a basketball game played in outer space. And another Presidential Assistant, Clarence B. Randall, last October 21 dismissed Russia's earth satellite as a silly bauble. All this might have been hilariously funny if it had not been so tragic. Let us hope that the presence of Dr. James R. Killian, as Presidential Assistant for Science and Technology, will restore dignity to the White House entourage, so that the President is no longer compromised in the eyes of the world in the realm of science.

HOW LAUGHABLE some of our bureaucratic and complacent responses to the potential enemy's scientific achievements must have seemed to the rest of the world—particularly our criticism of Russia for combining its satellite and missile development into a single effort.

But the proof of the pudding is in the eating. The enemy at the time had both the intercontinental ballistic missile and the satellite. They are still ahead of us, and their rate of progress is still superior to ours. Unless fundamental and radical changes are made in our national defense setup, within three years Russia could be so far ahead that we would not stand a chance.

How, then, can we help ourselves?

The first thing Congress must do is to repeal the Unification of Forces Act which, as passed by Congress in 1947 and amended in 1949, contains the seeds of military disaster.

A new military establishment must be created which is attuned to the technological realities of our time.

No matter how widely we pool the creative talents of the nations of the West, they will come to naught unless and until *we* have a correct organization to take full advantage of our very real creative genius.

No one doubts any longer that militarily and technologically we are far behind the U.S.S.R. Is it because of a dearth of scientific and engineering talent? Or lack of production know-how? Of course not. We are still the greatest industrial power on earth. With 650,000 scientists and engineers in our midst, as of today we lead Russia by 25 per cent in the technological brain power pool, though they are catching up with us dangerously fast.

The reason we have reached a state of military inferiority vis-a-vis Russia is that our scientific genius is condemned by military orthodoxy to labor within the confines of an outmoded, fallacious framework.

Our current inferiority is not scientific, but strategic and tactical. It is extremely important for us to understand clearly that the word "inferior" refers to the *military* characteristics of our weapons and not to their *engineering* properties.

Instead of developing a new strategy that takes full advantage of the new technology, we are trying to cram the new technology into the old strategic bag. We waste our industrial know-how, our scientific and engineering talents—the most precious commodity we possess—on all sorts of irrelevant military projects. We are still perfecting de luxe invasion barges, and the rest of the paraphernalia of super-amphib-

AIR POWER'S PROPHET

Major Alexander P. de Seversky, currently Special Consultant to the Chief of Staff, USAF, has spent a lifetime studying airplanes and air power. Born in Tiflis, Russia, in 1894, he downed 13 German planes in World War I as a Russian flier. He was visiting the United States on an aviation commission just as the Russian Revolution commenced in 1917 and saw no reason to return to his native country.

In the 20s he became consultant to General Billy Mitchell and designed a bomb sight of such accuracy that the Air Corps called it the "best in the world." Later he worked with long-range pursuit planes, both in the front office and in the air. He was that rare combination of executive and test pilot. A major in the U. S. Army Air Corps Reserve, de Seversky was the founder and president of the Seversky Aircraft Corporation, now Republic. In 1939, in recognition of his 25 years of contributions to aviation, he was awarded the Harmon Trophy.

It is in the past two decades that Major de Seversky has become an infallible oracle in matters dealing with air power and his country's national defense. In 1939, Charles Lindbergh informed the world that England would not last more than two weeks in a war with Nazi Germany. De Seversky maintained that the RAF could not be defeated and that England would not be invaded. De Seversky was right, as events later proved.

His provocative books, *Victory Through Air Power* (1942) and *Air Power: Key to Survival* (1950), were aimed at alerting the nation to a crisis, first in war, then in peace.

In recent years, de Seversky has continued to assess the military situation with uncanny accuracy.

In 1947 he said: *"In a future war the 'guns' will be long-range air-power striking at the enemy's heartland . . ."*

In 1949 he said: *"It is not the stockpile of atomic bombs that will decide the issue, but superior means of delivery."*

In 1955 he said: *"The whole military philosophy must be changed, or we shall forever trail the rest of the world, not only in conventional aircraft, but in intercontinental ballistic missiles and even in man-made earth satellite development."*

The accompanying article reflects his latest warnings to the nation.

ious task forces. We are lavishing billions on all sorts of contraptions designed for ground warfare, full of electronic ingenuity and scientific wizardry, from infra-red kitchens, booby traps and obsolete tanks to "low-performance" combat aviation for the Army. These are all frozen assets that can be used only if and when the air war is won.

And think of Naval task forces: They cost us five billion dollars a throw, and are built around strategically obsolete aircraft carriers capable of launching only a handful of aircraft and missiles that are inadequate to defend their own task force, much less to attack the Eurasian land mass against fantastic odds.

The transformation of a conventionally propelled surface Navy into an atomic Navy has no strategic significance. The new 80,000-ton, giant economy size atomic aircraft carrier will be sunk just as swiftly as its smaller version if it ventures within striking range of enemy air power which, by the time of its commission, will be global. Like the battleships at Pearl Harbor, these new

Pageant

535 Fifth Avenue
New York 17, New York
MUrray Hill 2-7700

EDITORS NOTE

The brief biographical sketch of Major de Seversky which accompanies his article, "So That This Nation Shall Not Perish," should include the following information.

Major de Seversky arrived in the United States in 1918, after suffering arduous experiences during both Russian revolutions. He was appointed a member of the Russian Naval Aviation Mission to the United States by the Russian provisional government in the summer of 1917, but was retained on combat duty as Chief of the Fighter Force by the Commander of the Baltic Sea Fleet. After the Communists came into power and concluded a separate peace treaty with Germany, Major de Seversky left Russia, escaping via Siberia to America. On arrival in this country in March of 1918, he offered his services to the United States government and was employed as aeronautical engineer and test pilot by the U.S. War Department.

ships of the line will be at the bottom of the ocean before they know they are at war.

Russia has no overseas bases, and yet she does not spend billions on floating islands. She pours these billions, instead, into ballistic missiles and long-range Strategic Air Command.

It may well startle you to learn that, in spite of all the lip service the Government pays to it, our Air Force does *not* get the lion's share of the national defense budget. It is an optical illusion, a numbers racket pure and simple.

Out of 17½ billion dollars of current Air Force appropriations, I figure that 4 billion dollars are being spent by the Air Force on tactical aviation, troop carrier command, transports and cargo planes that will be useful only if we fight a full-fledged ground war. And that can never be fought unless a major global air war is won first.

Therefore, those 4 billion dollars should actually be on the Army side of the ledger, leaving the Air Force holding the bag with only 13½ billion—exactly what the Army gets, because to the Army's original 9½ billion we must add the Air Force's 4 billion—which makes 13½ billion dollars, even Steven. The Navy is supposed to get only 11½ billion dollars, but if to this we add all the direct and indirect national effort in the field of atomic energy to convert our Navy into an atomic Navy, it probably is getting the benefit of the same figure—namely 13½ billion dollars.

So we go blissfully along, developing three separate strategies and dividing the appropriation pie as evenly as possible; and with that goes division of available scientific talent, both domestic and foreign-born, on a sort of "catch-as-catch-can" basis. We are building in every direction, trying to be strong everywhere, scattering our scientific and industrial effort over the entire spectrum of weapons from de luxe invasion barges to sputniks. As a result we are weak everywhere, and, by default, are surrendering to the enemy our military technological leadership in the decisive field of aerial warfare.

The excuse for such profligate strategy is that we may be called upon to fight limited wars all over the face of the earth. This is unsound. Such little wars, whether fought with bayonets or atomic shells and bullets, or even atomic BB shots, can never be decisive. Whether our ground forces fight on camelback or mules, or in tanks or "low-performance aircraft" as General Maxwell Taylor advocates, they can never alter by one iota the power relations between the main protagonists.

KOREA AND SUEZ are proof that little wars will always end precisely where they started, the status quo prevailing, unless they explode into a major atomic conflagration.

Our Navy is about 90 per cent Air Force, and wants to project its power through the air and space above by planes and missiles. Our Army likewise clamors for its own independent aviation service in order to project *its* power through the air and space above with planes and missiles.

It is ridiculous for three separate agencies to fight the same air war with the same weapons, namely planes, missiles or manned vehicles.

The time is long overdue for us to integrate our three services into one single military force, with one uniform, one promotion list and a single staff. The new establishment must be, for all practical purposes, a congenial Department of the Air, in which we have a Bureau of Ships, a Bureau of Ground Forces, and bureaus of other auxiliary units.

Despite the fact that Russia acquired the atomic bomb in 1949; exploded the first hydrogen bomb in November 1955, six months ahead of us; overtook us in production of intercontinental jet bombers; went into production of intermediate range ballistic missiles (at a time when we had none); and was well on the way to developing the intercontinental ballistic missile—all of which, in effect, readjusted the international power relation to the advantage of Communism and to the detriment of the free world—then-Secretary of Defense Wilson, commenting on the 1957 budget, found it possible to state, "Nothing has occurred in the international situation during the past year (1956-57) which would indicate the necessity for any major changes in these policies and concepts."

The fundamental changes in our policies and concepts were even then long overdue; but complacency prevailed because the American people did not have the facts. They were ignorant of the disastrous road they were traveling through the smugness of our leadership. It took the Soviet sputnik to open their eyes and arouse them to action.

Only the American people can make the necessary changes in time, by bringing pressure on their representatives in Congress.

It is inconceivable that two opposing and irreconcilable ideologies can be expected to live in peace and blissful coexistence while at the same time arming to the teeth in the greatest weapons race the world has ever known. An eventual military showdown seems all the more probable when one side has openly vowed to enslave the world and the other side is equally determined to retain its freedom.

WHAT MUST be our course? We cannot overtake Russia in long range jet aircraft or ballistic missiles. The best we can do is to equal their capabilities, and live in constant dread of nuclear attack.

But fortunately for us, that balance will not last forever. Therein lies our opportunity to gain once more the upper hand. Throughout history, the advent of each new weapon seemed at first to provide an unimpeded offensive means for its possessor. But eventually and inevitably an appropriate defensive was developed, and the offense-defense balance was restored.

The nuclear warhead is no exception. Its devastating power will be curbed by the difficulty of its delivery to the target.

Each war differs radically from the preceding conflict. World War I was static, characterized by trench warfare. World War II on the other hand, with its motorized equipment and air power, was highly dynamic and mobile. The next war will differ from the last by again becoming static, a paradox since it will be fought at hypersonic speeds. The strategic picture will be like that of two immobile fortresses, shooting it out with long-range weapons.

With the ballistic missile a reality, the maximum in offensive power has been reached. It is only natural, therefore, that the scientific energies and resources of ourselves and our potential enemy will be channeled automatically into the defensive effort.

In developing this defensive capacity, I maintain that we must be guided by several fundamental assumptions: One—we must recognize that speed *per se* is no longer a defensive feature of offense. No matter how fast a missile streaks through the air or space, it can be stopped. Stop the means of delivery, and what it carries no longer matters. The second fundamental to recognize is that in a short time the range of detection of airborne vehicles by various scientific means will be extended clear around the globe. The surprise attack will be impossible, unless one side is fast asleep.

AND THIS IS where America has its greatest—perhaps its last—chance.

This chance lies in developing a highly efficient interception system through our overall superior electronic combat power. In addition to our technological leadership in these related sciences, our country is uniquely equipped for this kind of warfare. I have always been convinced of this.

Although Russia has made vast technological advances, its standard of living has not improved appreciably. On the other hand, the United States has greatly expanded its telephone, telegraph, ticker tape, teletype and microwave facilities—to mention only a few. This highly efficient communications web—the indispensable ingredient of an effective defense complex—is already in existence. Representing hundreds of billions in investment, it is the product of our free enterprise and industrial civilization. It would be a Gargantuan task for any government, no matter how autocratic, to create a similar complex, even with slave labor, and have it operational by the time of maximum danger three years from now.

Don't misunderstand me. I do not advocate an electronic Maginot Line, nor do I advocate defensive strategy, because the military principle that only offense can win a war is as true today as it has been through the ages.

What I am trying to clarify is that modern *defense* consists of combat interception by planes, missiles, and nuclear warheads the moment the enemy is airborne 5000 miles away. It is a continuous electronic battle. Likewise, the *offense* will have to fight its way to the target the moment it is airborne for attack. Both offense and defense are an integral part of the overall battle for command of the air, the space above. and the electronic right of way.

It is clear that our first objective is to create a long-range striking force—ballistic, rocket-driven and airborne—operating directly from this continent, since overseas bases are no longer tenable. In order to reach the enemy's vital targets, such a striking force must possess superior countermeasures for neutralizing enemy defenses. Second, we must have a defensive force on our continent that has superior counter-countermeasures to decimate the enemy's attacking force. This is

the only area in which we, as a society, still have a clear edge of superiority over the U.S.S.R.

The only real piece of military propaganda which has come from Russia recently is Khrushchev's statement that jet bombers are already museum pieces. I am sure he knows better, and made the statement with his tongue in his cheek. With Soviet long-range bombers coming off the production line at a rate 400 per cent greater than ours, Khrushchev's outburst might have been a cunning ruse: For while we strain every effort to achieve parity with the U.S.S.R. on the ICBM by sometime in 1961, we may be forced to do so at the expense of our Strategic Air Command in being. Meanwhile Russia may attack us at any time before that date, and smother us like a cloud of locusts.

We must never forget the way we smothered Germany with wave after wave of our ten-year-old crates such as the B-17 and B-24, in spite of Hitler's V-1s, V-2s, jet aircraft, rocket interceptors and other scientific novelties. Therefore our program must be as follows:

One: Our jet-propelled Strategic Air Command must be quadrupled. Its sustained range must be increased and its survival in any initial surprise attack by the enemy must be assured. The production of intercontinental bombers must be a 7-day, 3-shift operation.

Two: We must intensify our ballistic missile effort to achieve parity with the U.S.S.R. in the shortest possible time.

Three: Finally, we must also exert maximum effort to create the most efficient Continental Air Defense through expansion of our communications, electronics and guided missile production, extension of our early warning system and, above all. the rapid development of anti-missile missiles for interception of the ICBM through the method of collision.

But we can never accomplish all this as long as we adhere to the "misguided attempt" to *maintain* conventional forces that have no longer a legitimate mission and are kept only through inertia, sentiment and tradition.

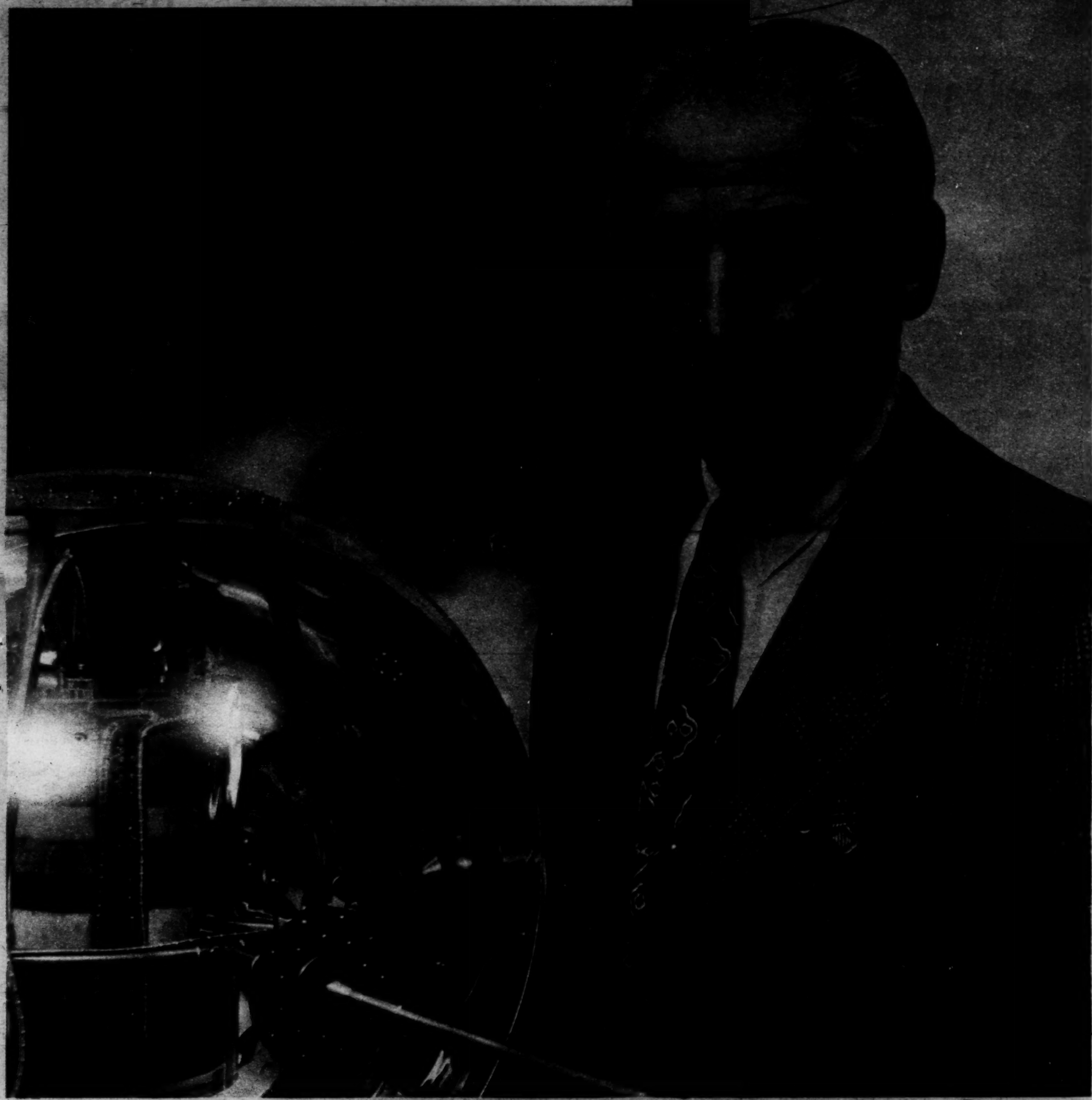
I respect and admire tradition. I value the importance of *esprit de corps*. But when these fine heritages interfere with human progress and threaten our very security, I feel that we must have the moral courage to relegate them to the nostalgic past and to make the necessary fundamental changes in our military setup.

The question is whether we will have the wisdom to make that move *now* — as a product of logic — or whether it will be forced upon us by devastating events, in which case the change may come too late: Within three years our country may be enslaved by a hostile ideology, or it may lie in ruin, and one out of every three of you who read these lines may be dead. ■■

March 23, 1958

For your information and file.
Cordially,
Alexander P. de Seversky

This Week
MAGAZINE



Major Alexander P. de Seversky (above) writes a forecast and a warning:

No More Limited Wars! ... Page 8

Has Joanne Woodward talked herself out of an Oscar? ... Page 10

A FORECAST AND A WARNING:

No More

United Press

Air Force

KOREA: *This was "limited war," fought with conventional weapons. Today Russian and U.S. arsenals are being stocked with long-range nuclear missiles like the Air Force Atlas (right). With such weapons in existence, is a limited war possible, the author asks?*

THIS WEEK presents Major de Seversky's views on this critical subject because we feel they will contribute to fuller public understanding of the issue of America's defense. Recently we published two other points of view: Admiral Arleigh Burke's "Has The H-Bomb Sunk Our Navy?" and scientist Dr. Edward Teller's "We Must Win The H-War Before It Starts."

See Front Cover

"Little" Wars!

By Major ALEXANDER P. de SEVERSKY

A noted expert who foretold many of the great developments of the Air Age now makes an important prediction for the Space Age

Once again I am greatly concerned lest the United States make a tragic mistake in its military policy. We are watching the most confusing debate in history on our national defense.

Yet this is clear: We will not achieve the military strength we need to survive until our defense planners grasp one central fact. It is that unless we take leave of our strategic senses ***America will never again have to fight a limited war.*** I make this prediction because the logic against small wars, though little understood, is overwhelming.

I know that this statement will be challenged repeatedly. Protests may be even stronger than those made against three previous forecasts I made in THIS WEEK. But all three predictions have proved accurate. Now lets turn to prediction No. 4: ***No More Little Wars.***

It has been argued that the United States and the USSR, are locked in a nuclear stalemate. Now that we have proved our ability to launch satellites, this deadlock has been extended into outer space. It has been concluded, therefore, that nuclear war is too horrible to contemplate and that both sides will try to resolve the issue by fighting limited wars. The case for America fighting such wars has already been well stated in the press, in the Rockefeller Report and before Congress. I disagree. It is my conviction that it would be fatal to base our over-all strategy on this concept. To explain my reasoning, I must first define the terms "total war" and "limited war."

TOTAL WAR is one fought primarily between the United States and the USSR in which each side makes a supreme effort to destroy completely the other's capacity to fight and in which any and all nuclear weapons are utilized.

LIMITED WAR is one in which the forces of Communism and the United States may be involved but it originates in territory other than Russia's, America's or their allies. Neither side has any intention of letting the conflict spread to its homeland and each side believes that its objective can be accomplished by a limited investment of manpower and weapons. As part of this concept, some people assume (falsely, I believe) that each side would confine itself to conventional pre-atomic weapons, as was the case in Korea, Indo-China and Suez.

I am convinced that:

1. **We cannot win a limited war** fought with traditional forces, regardless of whether conventional or nuclear weapons are used.
2. **We can make limited war impossible** if we make clear to the world that we possess a retaliatory force with the strategic scope and tactical flexibility to crush aggression and so preserve the global status quo.
3. **We can generate a great economic abundance to share** with the rest of the world by concentrating on a *single* deterrent force, and thereby we can prove that freedom is dynamic and beneficent.

The average American may ask why it is necessary for him to be concerned with military theories. My answer is this: as long as our strategists see the need to prepare for little wars they will urge expenditures for an endless variety of weapons and limited-war forces to wage all kinds of action, all over the world. Thus our money and industrial and scientific effort will be wasted on all sorts of hardware and secondary projects, from invasion barges to aircraft carriers. This, in turn, is bound to bring unbearable taxes, rationing, price controls and other distasteful features of a regimented society.

If we continue to scatter our energies, we will be unable to maintain the twin essentials to our survival as a free nation: **(1) the overwhelming deterrent strength which alone can prevent all-out war, plus (2) a healthy, expanding civilian economy.**

Little Wars Bring Bankruptcy

The logic of geography and the recent development of fantastically efficient atomic weapons mean that continued participation in little wars would, in time, bring us close to bankruptcy. Let me elaborate:

A glance at the globe will show that America is thousands of miles away from most of the world's trouble spots while Russia and her satellites are within easy —— *Continued on page 36*

SEVERSKY'S THREE PREDICTIONS

On three occasions Major de Seversky has issued vital warnings in THIS WEEK. Each time his prediction has proved all too correct. Here's his record:

1949: Trans-oceanic air war

"The most crucial fact to which we must adjust our minds, and the sooner the better, is this: From now on, trans-oceanic, inter-hemispheric air war is possible. . . " From "This Map Can Save America," February 13, 1949.

1954: Loss of the arms race

"The American people must be aware that 'the great deterrent' — our atomic superiority — is passing into enemy hands, not because of the enemy's increasing stockpile of nuclear weapons but because he is acquiring superior means of delivery." From "Lindbergh Is Wrong Again," December 12, 1954.

1955: The earth satellite

"The whole military philosophy must be changed, or we shall forever trail the rest of the world, not only in conventional aircraft, but in intercontinental ballistic missiles and even in man-made earth satellite development." From "Don't Let Censorship Destroy Us," September 18, 1955

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Mary's DISMAL PERIODIC PAIN

Menstruation is natural and necessary but menstrual suffering is not. Just take a Midol tablet, Mary, and go your way in comfort. Midol brings faster relief from menstrual pain—it relieves cramps, eases headache and chases the "blues."

Mary's BRIGHT WITH MIDOL

Continued from page 9

Small Nations Can't Survive A-War

reach of most of them. Remember that in the Korean War it took nine American divisions transported by a colossal sea- and air-lift to hold the Chinese and North Koreans at bay. And troops from several other nations fought beside us under the UN flag. In any future little war, we would need not just nine divisions, but 90 or more, plus vastly multiplied transport facilities, because we would meet superbly-equipped Soviet forces supported by aviation that is at least equal to ours.

For Russia is far stronger in conventional forces than we are. This massive totalitarian state is able to commit more of her national resources and vast manpower for limited warfare than the United States.

The Soviet Margin

The Soviet Union has an estimated four and a half million men under arms compared to our two and a half million, and her Navy has more than 450 modern submarines while we have less than 150. Her margin in tanks and jet air transport is just about as great.

Pentagon officials often point to this disparity as an argument for increasing our surface forces. I take just the opposite view: **we are under no compulsion to have a large standing army just because Russia is doing so.** The United States has no political satellites to police. We operate from a friendly base and have no fear of our neighboring states, Canada and Mexico.

Thus geography, population and economics all argue against conventional little wars. **There is also the strong probability that any future "limited" war would be fought with nuclear weapons.** For atomic explosives are now both versatile and deadly. Some can obliterate a wide area, while others can be confined to a pinpoint target. Since nuclear weapons are standard equipment in both Russia's and America's military arsenals, there is strong likelihood that they would be used in any future struggle.

That is why the distinction made by limited-war adherents between nuclear forces and conventional forces is out of date. So, let's not kid ourselves by assuming that any future local outbreak would be waged only with World War II weapons.

Furthermore, if atomic bombs are employed, the small nations involved are bound to be wiped out. Once this tragic possibility is understood, any uncommitted country may well realize that becoming a pawn for Russia's aggressive designs means national suicide.

But, even if started, a little war can only remain confined with the tacit consent of Russia and the United States. This, of course, would produce a stalemate, as was the case in Korea. Only, unlike Korea, since both sides possess equally efficient military technology, the cost would be enormous to both sides in human life.

The very same technology which makes total war between equally matched protagonists suicidal makes a nuclear limited war idiotic.

The only other possibility is that such a deadlock —— *Continued on next page*

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PERTUSSIN

Continued from preceding page

One Boss: Air, Space, Missiles

would explode into all-out war — which brings us right back to my primary conclusion that this is the only kind of war for which the United States must prepare.

It is clear to me that Russia has already sensed this new power relationship. That is why she desisted from further inciting Turkey and Syria against each other. Since then, she has continued demobilizing her conventional forces (although they are still far larger than those in the U.S.). She has diverted that manpower toward increasing her strength in total war and broadening her industrial capacity to forge the tools of economic war.

What should our solution be? There are several answers: To meet the immediate danger, we must drastically cut back our land and sea forces while increasing our main retaliatory strength — the Strategic Air Command. To achieve a unity of command and split-second reaction to attack, all present offensive forces on land and on sea which employ planes or missiles should be immediately put under the operational control of SAC.

If Russia should take leave of her senses, this is the only way that the U.S. can nip in the bud any aggression and retain its over-all retaliatory power.

Short-Range Measure

But this can only be a short-range, stop-gap measure. For the long run, much more fundamental changes in our national defense must be made. Plans to reorganize the three services are now being studied. But none of them goes far enough.

The time is long overdue for us to integrate our three services into one single military force, with one uniform, one promotion list and a single staff. The new establishment must be, for all practical purposes, a congenial Department of Air and Space in which we have a Bureau of Naval Forces, a Bureau of Ground Forces and bureaus of other auxiliary units.

The outcry that the creation of a single staff headed by a single chief smacks of totalitarianism is utterly unwarranted. Such an organization in a dictatorship is one thing; the same organization working under the President and the Secretary of Defense, and under the control of Congress, is quite another.

We Must Press For Change

The changes I have outlined cannot come from the Pentagon. Even though some of our top military leaders individually see their logic and timeliness, they are too regimented to speak out on questions of over-all policy without fear of censure. There is only one source from which the necessary changes can come and that is the American people bringing pressure on their representatives in Congress.

Of course, building up our air, space and missile strength under an integrated single service is not all that we must do. For the Communists are equally adept at taking over uncommitted areas by covert aggression — through infiltration and subversion. To resist this process, we, in turn, must use all our skills and intelligence in propaganda, diplomacy and in economic aid.

But it is primarily up to our allies to prevent the spread of Communist infiltration, as distinct from all-out war. NATO troops, perhaps under UN direction, can police trouble spots and stiffen the will of those nations threatened by Communists. Meanwhile we can concentrate on our deterrent strength. We can mobilize our entire military effort toward building up a vast arsenal of a great variety of nuclear weapons as well as planes and missiles to deliver them swiftly to any kind of target anywhere in the world.

We Can Lead The World

Our strategists must give up the misguided attempt to prepare for *both* small and big wars by creating two separate and distinct types of forces. This plan would exhaust our manpower and eventually lead us down the road to bankruptcy.

But if we concentrate on the major job, then the $40 billion already proposed in the coming year for military expenditures is sufficient for us to lead the world in both the offensive and defensive weapons needed to keep Communism in check.

I believe that we are still the greatest industrial nation on earth and with 650,000 scientists and engineers in our midst, we have a greater pool of creative brainpower than the Communists. But we need courage too.

Above all, we need the moral courage to abandon the traditions, no matter how noble, which stand in the way of progress and the security of our nation. Then we can be invincibly strong for the forseeable future. We can further increase our already high standard of living and have plenty to share with the rest of the world. Short of war, the world-wide economic struggle is bound to end in the collapse of the inferior ideology.

And if, in desperation, the Russians resort to force, our superior strength and capacity in the only field that counts — nuclear offense and defense — will minimize the ravages of such a war.

I am confident that freedom will triumph over slavery. I have unbounded faith in the collective wisdom of the American people. Once they understand the futility of limited wars, they will select the right course: a strategy that will provide us with a realistic offense and defense that is in tune with the technology of our times.

I mean by this an overwhelming nuclear deterrent force that can check Communism anywhere, in all its forms, by swift action through air and space directly from this continent. Also, an insuperable electronic nuclear defense that can decimate the enemy should he dare to attack us. — The End

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This Week
MAGAZINE

MAGAZINE SECTION · DECEMBER 12 1954

For your information and file.
Cordially,
Alexander P. de Seversky

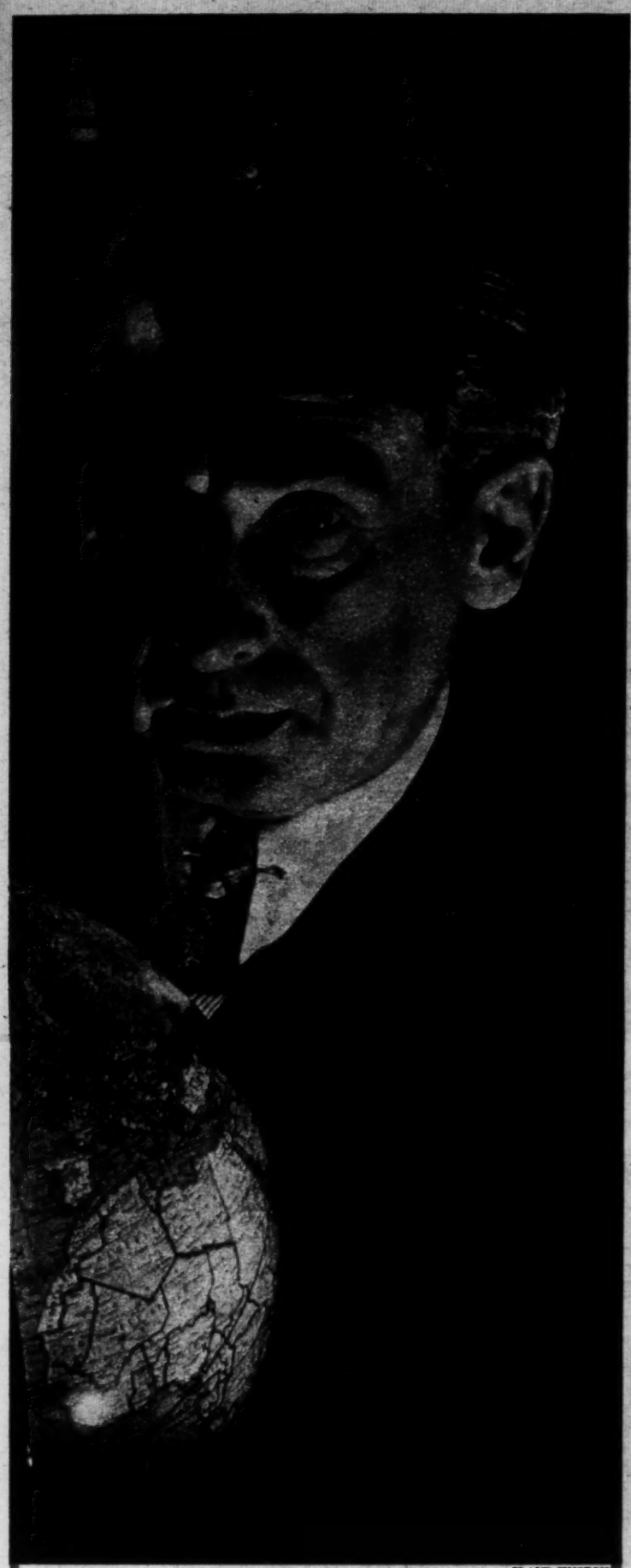
CHRISTMAS EARRINGS: DECORATIVE AND TIMELY. SEE FASHION FIND, PAGE 24

LINDBERGH

Major Alexander P. de Seversky Tells

WHY LINDBERGH IS WRONG ...Page 12

DE SEVERSKY



CLAUD HUSTON

MAJOR ALEXANDER P. de SEVERSKY began his flying career during World War I in Czarist Russia. Had 57 combat missions and shot down 13 enemy planes. Arrived in America in 1918. Became test pilot and aeronautical engineer for the U.S. Government. Founded Seversky Aircraft Corporation, now Republic. Invented many flying devices and designed first cantilever, all-metal high-speed fighter. In World War II was consultant to the War Department, later represented the Secretary of War at Bikini A-bomb tests. His "Victory Through Air Power" and "Air Power: Key To Survival" are texts in most military colleges; he lectures at Air War, Air Command and Staff Colleges of the U.S. Air University

"LINDBERGH IS

By Major Alexander P. de Seversky

Author of "Air Power: Key To Survival"

Thirteen years ago Lindbergh thought the Nazi air force invincible. Today he says there is "no defense" in atomic war. An outspoken expert, who took issue with him before, does so even more sharply this time

BRIG. GEN. CHARLES A. LINDBERGH remains today, as I described him 13 years ago, "a shining symbol of American aviation achievement." His Lone Eagle conquest of the Atlantic a generation ago established a glamorous legend of boundless courage that has stood the test of time.

Lindbergh's skill as an airman is as far beyond question as his patriotism and integrity. But aviation skill, no matter how great, does not in itself guarantee a grasp of military facts. It is no comfortable thing for a fellow airman to take issue with his opinions and judgments. I venture to do so, as I did back in 1941, reluctantly and only out of a deep concern for the security and survival of our country.

In any case, it happens that Lindbergh has been wrong, dangerously wrong, on basic concepts of national security at critical junctures in our history. His personal prestige gives his views exceptional weight in public opinion and sometimes even on official planning levels. Misleading guideposts set up by lesser men can be ignored, but Lindbergh's have to be appraised without inhibitions.

In the year before Pearl Harbor, America was seeking answers to pressing strategic questions. Those offered by Lindbergh seemed to me so deeply mistaken that I felt compelled to refute them, in an article entitled, "Why Lindbergh Is Wrong." History has left little room for doubt that my criticism at that time was justified.

Search for a Solution

TODAY America once more gropes for a strategic solution. Decisions are being shaped that may spell life or death not only for this country but for the whole free world. Again Lindbergh, in a spirit of patriotic dedication, has come forward with a set of answers, embodied in an article in the "Saturday Evening Post" of July 17, 1954. And again his advice seems to me so perilously wrong that, if followed, it would assure us defeat and disaster.

Before I examine his current military judgments, I must indicate the nature of his errors on the eve of America's entry into the last war. His present thinking has much in common with those past mistakes. Then as now, he showed a tendency to sell science short and to yield to a kind of enveloping defeatism that distorted his vision.

On January 23, 1941, Lindbergh was asked in Congress: "But you do not believe that England and the United States together could defeat Germany?" He answered, "I think it is improbable, sir." *He was wrong.*

He constantly insisted that the German Air Force was invincible. *He was wrong.*

He maintained that the United States, by reason of geography, was absolutely safe from attack in "any predictable future." *He was wrong.*

True, in a speech in Oklahoma City on August 29, 1941, he stated: "In some future generation, fifty or a hundred or a thousand years from now, the United States may be as vulnerable to attack from Europe as England is today."

But he fell wide of the mark by from 40 to 990 years. And his estimate was typical of his curious lack of faith in the potentials of aeronautical science.

So much for past errors. Now, how does General Lindbergh assess our strategic position under present conditions and what does he recommend as "Our Best Chance To Survive" — the title of his recent article? His views can, I think, be reduced to three basic though overlapping propositions:

"No Defense." His central conviction, from which flow most of his recommendations, is that "there is no longer such a thing as adequate defense." From the extreme position that the United States could not "in the predictable future" be *attacked*, he has now swung, in one decade, to the opposite extreme: that the U. S. cannot be *defended*.

"Hundreds of Bases." Having arbitrarily waived effective defense, he urges that we rely primarily on prodigious offensive strength, immensely dispersed on many hundreds of air bases. Presumably, Lindbergh refers to bases abroad as well as at home.

Balanced Forces. Though he envisions a decisive air war on a colossal scale, to be fought by a "prodigious Air Force," he insists, *in addition*, on "a strong Army, a strong Navy and strong allies." In fact he goes along docilely with the current Pentagon strategy of balanced forces which virtually all airmen vigorously reject as profligate and self-defeating.

Let's study the merits of these three propositions.

1. "No Defense"

Lindbergh erects his entire edifice of argument on the assumption that effective defense must be ruled out. "The most elaborate defensive network we can devise," he asserts, "would intercept only a fraction of modern enemy aircraft launched in a determined attack on this country." "The hydrogen bomb and the supersonic missile have eliminated defensive security on the surface of the earth."

I am convinced that he is mistaken. I dare predict that, unless we arbitrarily discard the potentials of defense under the hypnotic spell of bad advice, only a fraction of the enemy's aircraft will get through. While the damage inflicted by that fraction will be tragically large, it will *not* paralyze the defending nation and the losses sustained by the

WRONG AGAIN!"

enemy in the process can decisively sap his offensive vitality.

To those who have studied military history it is axiomatic that the advantage of offense over defense is a brief and transitory condition. Always and inevitably, the threat produced an adequate answer which in time even tipped the scales to give a no less temporary superiority to defense.

Before World War II, Lindbergh was saying that there was no defense against air attack. Yet the British Air Force, aided by radar, inflicted intolerable losses on Hitler's air armada and staved off invasion. **Lindbergh failed to realize — and we shall see that he repeats this failure in the context of 1954 — that the balance between offense and defense shifts continually.**

I see nothing in the present state of technology to indicate a dead end.

Nuclear weapons in themselves are utterly useless unless they are delivered to the right target at the right time. Stop the means of delivery, eliminate the carrier and what it carries ceases to matter. After all, it makes no difference what kind of explosive you *can't* deliver.

To prevent delivery, science and technology have already given us an array of devices which, if properly deployed on an adequate scale, may prevent any airplane not especially equipped to deal with them from penetrating or surviving in hostile air. Indeed, unless the planes carry countering devices of elaborate complexity and scope, a 100 per cent rate of "kills" becomes realistic.

LINDY is still "a shining symbol"

As for rockets: I refuse to share Lindbergh's defeatist attitude on Intercontinental Ballistic Missiles (IBM). He laments: "In the near future, our potential enemies will have atomic warheads in long-range rockets which travel faster than a rifle's bullet. These we do not know how to intercept at all."

The truth would be less distressing if he had made it clear that the missiles we cannot intercept do not yet exist. Many imponderables remain to be resolved before the IBM is a reality and by that time science will also have provided a defense against it.

Those who insist that Continental air defense is too costly have not thought the problem through. Defense always was and always will be cheaper than offense. For every dollar we put into a scientific roadblock in the enemy's path, he has to spend at least two for airborne countermeasures. **The more effective our active defense is, the more complicated, difficult and costly becomes the enemy's offensive effort.**

By the same token, if we have no genuine defense, we simplify the enemy's problem. In effect we give him the right of way in our skies as a present. Even if it were true that under some circumstances countermeasures can make a detecting and warning system ineffective, it would not justify failure to provide the best such system we can.

Those who think that the strategic air offensive will be a simple trucking proposition with insignificant losses do not grasp the nature of modern air war. Once confronted with a well-integrated scientific defense in depth, the offensive air force will have to fight every inch of the way to the target. In spite of supersonic speeds, nuclear weapons and electronic devices, the Climactic Air Battle for command of the air, as defined by the air-power thesis, is still the order of the day.

The side that achieves freedom of access to the target and denies that freedom to the enemy will prevail.

Today we have reached the stage where for all practical purposes both sides have enough nuclear weapons and aircraft to destroy each other's ability to make war. The offensive power of the belligerents is thus equal. From this point forward *superior defensive power* — the ability to destroy the invading force at an insupportable rate — becomes decisive and a True Deterrent. Since a superior defense rests on superior technological skills, we can prepare ourselves to face the challenge of the future with confidence.

2. "Hundreds of Bases"

This brings us to the second point. The concept of "defensive security" outlined above is offhandedly dismissed by Lindbergh as impractical. Instead of our rising and meeting the attack of the enemy in combat, through *active* defense, he proposes that we seek a solution in *passive* defense through a widespread dispersal of our military strength.

He calls for a "fleet in being of the most modern aircraft . . . scattered over hundreds of bases, over too many for an enemy to paralyze with a single blow."

He would, in effect, provide so many targets that the attacker would be exhausted in the attempt to destroy them. As he pictures it, the enemy, as the first act of war, wipes out our industry, at least 100 of our cities, our military establishment and most of our Strategic Air Force and its bases — in short, he wipes out America.

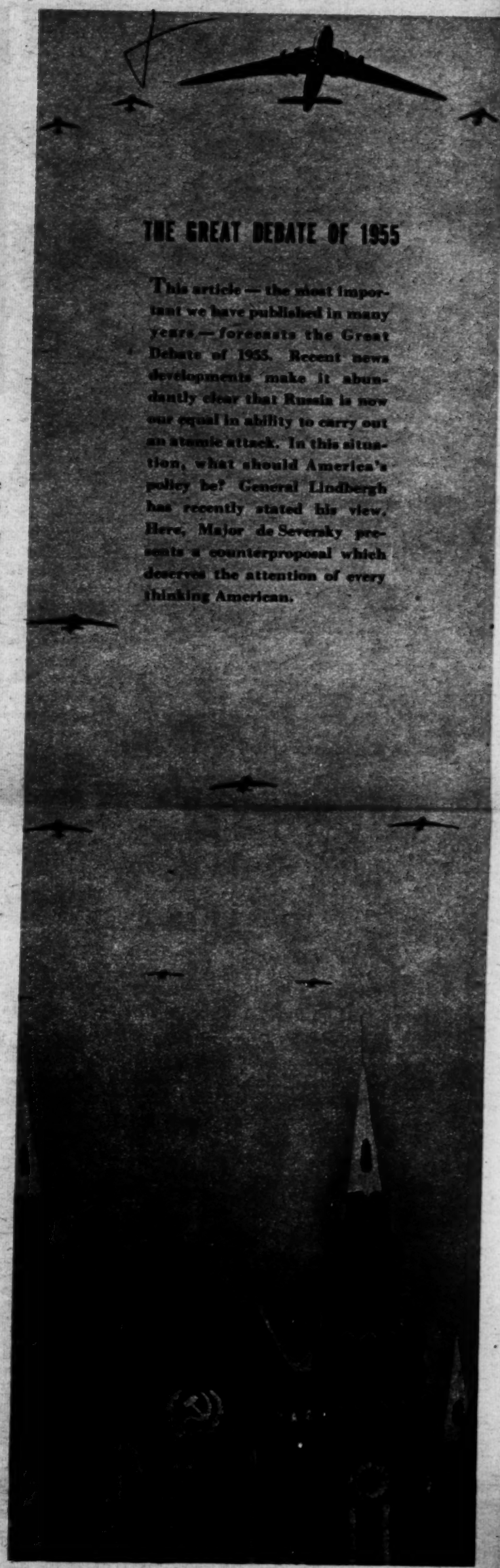
But some bases would be left over, and from these widely scattered and detached points, the remnants of our Strategic Air Force would rise to "devastate his own [the enemy] country." This is Lindbergh's formula to give America "the indestructible power to destroy." However, he fails to see that his plan would accord the enemy the same power — and the privilege to use it first.

I cannot buy that sort of "defense." Nor should the nation whose oblivion is recklessly conceded in advance.

Lindbergh's plan rests solely on the hope of "discouraging aggression." Should that hope fail, he accepts the annihilation of the United States as practically unavoidable. Rarely in military discussion has naked defeatism been so abjectly acknowledged and rarely, fortunately, has it been so unjustified.

In the last war, bases close to the enemy country made some sense because of the short range and limited destructive power of existing aircraft. In the next war they will become untenable. Being within a short distance of the enemy's entire air potential — his long- and short-range aircraft alike — these bases will be struck with H-bombs delivered by supersonic aircraft and within minutes will be nothing but vast gaping craters.

Continued on next page



THE GREAT DEBATE OF 1955

This article — the most important we have published in many years — forecasts the Great Debate of 1955. Recent news developments make it abundantly clear that Russia is now our equal in ability to carry out an atomic attack. In this situation, what should America's policy be? General Lindbergh has recently stated his view. Here, Major de Seversky presents a counterproposal which deserves the attention of every thinking American.

RED THREAT: The "T-37" can carry Russia's H-bomb

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DE SEVERSKY CONTINUED

"THE ADVANTAGE OF OFFENSE OVER DEFENSE IS BRIEF"

To me it is inconceivable that anyone can think that in this age of nuclear weapons and supersonic speeds Russia can be contained by a chain of air bases erected virtually in her own back yard, as air power reckons distances.

Instead of containing the U.S.S.R., we are delivering to her our military strength piecemeal.

Only on our own continent, under the shield of our vast defensive potential, do bases today make sense. They must, of course, be dispersed throughout our continent, but dispersal beyond a certain point will not give us protection. Excessive dispersal, whether of military or industrial objectives, can be a handicap. Germany's experience proved in the last war that it creates an intolerable strain on transport and supply lines, which in turn themselves provide profitable targets for the enemy.

A mass of scattered worldwide bases, moreover, would be the surest way to bankrupt America. The acquisition, construction and equipment of each base will cost from scores of millions to hundreds of millions, depending on size. The many "hundreds of bases" Lindbergh envisages will cost us a few hundred *billions* of dollars, particularly if we include the surface forces required for their maintenance and supply across thousands of miles of ocean, plus the extortion money we must pay, in some instances, for the privilege of using foreign soil.

Even at that, in most cases we cannot use them for our atomic weapons without specific permission from the landlord.

Every time we establish a defenseless overseas base, at immense cost in national effort, Russia to checkmate our move has only to assign a plane and a hydrogen bomb for its destruction. Even if she were forced to match base for base, she would be establishing them on her own continent, under the shield of her home defensive complex.

So it is clear that we must stop pouring good money after bad into useless real estate all over the world and must divert those funds into the defense of the continental United States and Canada. England as a base is the only exception because it is creating an effective air defense derived from its own industrial power.

But such real-estate developments as those in the jungles of Asia and the deserts of Africa, on the soil of many nations — some friendly, some indifferent and some subject to local sabotage or political defection — provide weak reeds indeed for a nation that has deliberately chosen to leave itself exposed to the furies of nuclear offensive. The whole thing, despite its eminent auspices, is a sorry phantasmagoria of despair.

3. Balanced Forces

But that is not all. Besides a maze of bases and the "prodigious air force" deployed on them, General Lindbergh recommends that we maintain "a strong Army, a strong Navy and strong allies." He merely asserts this, without explaining his reasons. But he does not try to explain what these armies, navies and strong allies will be doing while Soviet Russia, as he himself predicts, pounds us into a pulp across the North Pole.

So if all this is true, where do we go from here? What possible path can we follow to find true security for the United States in these perilous times? Lindbergh points a way — but dimly — when he says that we should maintain a research and development program "that will improve the effectiveness of our future weapons."

Certainly no one will quarrel with him on this score. It is as obvious as saying that a man ought to breathe to live. But it means little unless we prescribe the scope and direction of the effort.

America is fed up with high-minded generalities from high places. It yearns for clear and concrete plans and solutions geared to atomic warfare at supersonic speeds. Such plans should provide for an immediate crash program for air delivery and air defense.

WIDE WORLD

ALERT: Within minutes of radar detection, jet fighters can hit enemy bombers

WEAPONS

INTERNATIONAL

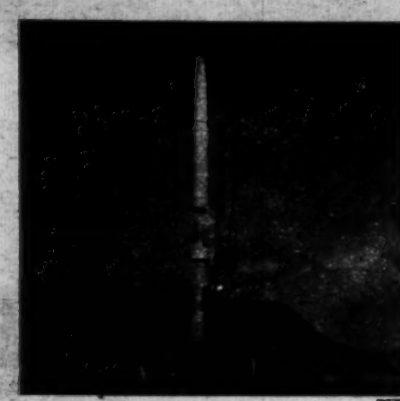
A-bomb and H-bomb represent terrific offensive power — if they're delivered on the target

DELIVERY

BOEING

Intercontinental bombers like B-52 (above) can fly 6,000 miles. Russia's version is in production

DEFENSE



PIX

But new devices, including rocket missiles, make approach to target by bomber enormously difficult

We had a wartime research and development crash program on atomic weapons called the Manhattan Project. It accomplished a miracle. Yet we failed to develop a similar crash program — an all-out effort to provide all the necessary funds and talent to build aircraft which would guarantee the delivery of those weapons. Small wonder that Russia, with its new long-range bombers, has seized the lead in means of delivery. Already many hundreds of Red six-engine turboprop bombers are poised on northern Siberian bases within striking range of the industrial heart of America. And even more powerful Soviet long-range jet bombers — the T-37's — are being delivered to the Russian Air Force. From available data it appears those bombers are capable of supersonic speeds over the target.

Yet our Air Force was arbitrarily chained primarily to medium-range bombers that are ineffective unless the enemy permits our use of bases in his own back yard. In spite of the fact that Russia already can bomb us without intermediary bases, our military masterminds still insist that there is "no such animal" as a truly intercontinental bomber and that overseas bases are, therefore, indispensable.

Striking Force

THE American people must be aware that "the great deterrent" — our atomic superiority—is passing into enemy hands, not because of the enemy's increasing stockpile of nuclear weapons but because he is acquiring superior means of delivery. Unless we make a supreme effort, we are doomed. Just run-of-the-mill research and development is not enough.

We must immediately bring into being a crash program to give our nation a truly long-range striking Air Force that has the capacity to destroy the enemy directly from the continental source of its industrial origin, from home bases inaccessible to Russia's insuperable army and overwhelming, massive short-range air force; from this hemisphere that has all the necessary strategic materials to support our war machine and economy.

At the same time a similar program must be rushed through for Continental Air Defense, to intercept and destroy the enemy's means of delivery. Certainly we can well afford the 25 billion dollars that has been estimated as the capital cost of that vital program.

Both the striking and defensive Air Forces are of strategic significance. Both are designed to act as a deterrent and, in war, to gain command of the air through air battle, and preclude the atomic destruction of civilization.

Such a program, aiming at the preservation of America and the defeat of the enemy through destruction in battle, will cost a fraction of Lindbergh's program of passive defense that forfeits America and aims to defeat the enemy through exhaustion in destroying the prodigious number of American targets.

Our Tradition

ONLY by adhering to American tradition to stand up and fight while defending ourselves at all times can we be sure that the indestructible power to destroy that Lindbergh alludes to is possessed by our side alone.

Only thus can we be invincibly strong and yet remain a free and unregimented people and maintain the high standards of living from which our very strength flows. *The End*

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de Seversky Says Satellites, Missiles Belong To Air Force

Sees Space Natural Domain Of Younger Service in Sputnik Age

EDITOR'S NOTE: Maj. Alexander De Seversky is one of the world's most distinguished airmen. His achievements as a pilot, inventor and aircraft designer stand as milestones in the progress of man's conquest of the air. In far-seeing arguments for air power, such as his book "Victory Through Air Power," he has profoundly influenced this generation. Now a consultant to the Air Force and a lecturer at the Air War College in Montgomery, Ala., Major De Seversky is again speaking out forcefully for a reorganization of our defense establishment in line with the realities of the space age.

By MAJ. ALEXANDER De SEVERSKY
North American Newspaper Alliance

To "reorganize the structure of the defense establishment," as recommended by the Senate Preparedness Subcommittee, is the crux of the problem of our national survival.

This is the key point of the committee's 17 recommendations for improving our military posture. Without it, I am afraid, the others would produce nothing but an amorphous stockpile of military hardware.

To appropriate money is a simple matter; to accelerate production is easy; but to effect a basic reorganization of our military setup that cuts across the tradition, habit and inertia which have, for so many years, plagued our national defense establishment is going to be a gargantuan task

The general excuse for not making the necessary basic changes, as well as for the cautious attitude displayed by our government and legislature in their approach to the reoganization of our military setup, is that "something new has been added" to our arsenal in the way of missiles and sputniks. These supposedly play havoc with our current military concepts, and consequently there is no easy answer to the problem.

In his State of the Union speech, the President stated, "the advent of revolutionary new devices . . . creates new difficulties, reminiscent of those attending the advent of the airplane half a century ago. Some of the important new weapons which technology has produced do not fit into any existing service pattern. They cut across all services, involve all services, and transcend all services. . . . in some instances they defy classification according to branch of service.

I agree that the airplane did create new difficulties in the defense area half a century ago because it opened the space above the surface of the earth as the most efficient medium for carrying destruction to the enemy. The Air Force was created as a separate arm of our national defense to exploit this third dimension which was to become decisive in modern warfare.

No Ceiling

There is no actual ceiling to the atmosphere, it does not end abruptly at some layer, beyond which is outer space. One fades into the other gradually over hundreds of miles of altitude. Man has already flown four times faster than a bullet, faster than a 16-inch shell, and faster than some ballistic missiles. With rocket propulsion, the weapons of the Air Force no longer depend on the atmosphere for sustenance and propulsion, and are in fact space vehicles. The sky is no longer the limit.

The space above is the natural domain of the Air Force. And since air power is space power, supersonic vehicles, missiles and satellites do not revolutionize warfare. They are simply more efficient weapons of air and space power.

I am compelled to disagree with the President that these new weapons transcend all services. They logically belong to the Air Force, which has for years prepared itself to wield these new instruments of war. The Air Force is not wedded to aircraft. It is a tri-dimensional military force that, because of its philosophy, has the organization and skill to keep abreast of space technology.

Try Leapfrog

Sheared of their former strategic significance, the elder services are trying to leapfrog over the Air Force into space to escape strategic unemployment. The Navy took charge of the Vanguard project in order to be the first to stake a claim in space with a token six-inch "moon." The Army developed its Jupiter-C, coveting the ambition of launching the first manned satellites to assert itself as a space power. In doing these things, the elder services are actually deserting their primary missions on land and sea.

Khaki Sputniks

It is ridiculous that these forces are both trying to become space forces. How confusing it will be if the space around our planet is infested by silver sputniks of the Air Force, golden sputniks of the Navy, and Khaki sputniks of the Army, all orbiting around in uncoordinated motion in all directions, under the control of three different heads who refuse to speak the same language.

The constructive and logical move by the Air Force to get us out of our space confusion has been frustrated recently by the Defense Department. On Dec. 11, 1957, the Air Force established a directorate of astronautics for the purpose of handling such projects as earth satellites, space reconnaissance, space platforms, and other related projects. The establishment of this directorate was promptly vetoed by Undersecretary of Defense Donald Quarles, unquestionably under the pressure of the other services who were anxious to get into the act.

Worse than that, a special agency is now being proposed in the Defense Department to handle such a project outside of the services (and therefore outside the Air Force), which guarantees that the whole effort will be strategically sterile.

In order for weapons to fulfill their purpose, they must be the product of a definite strategic concept, backed by the ground support of dedicated men who possess the necessary military and technological skill to carry out the mission.

Regardless whether a ballistic missile is viewed as a supersonic vehicle of the Air Force or simply as long-range artillery, the fact remains that all these vehicles—ballistics or guided, manned or unmanned, whether for offense or defense—intermingle in the selfsame space.

The air ocean and its endless outer space extension are one and indivisible, and should be controlled by a single, homogenous force under a single command.

Latest Move

The latest move, to split anti-missile defense between the Army and the Air Force, is utterly illogical. The Air Force is supposed to detect the oncoming missile, to find out electronically where it is, where it came from and where it is going, and pass this information along to the Army, whereupon the Army starts its own electronic chain reaction to dispatch anti-missile missiles accurately and in time for interception. No procedure could be conceived to emasculate more effectively America's defense capability.

All this brings us back to the conclusion that the present distribution of military missions is made, not on the basis of capability and the unique skills of each service, but for political expediency and to keep apparent peace in the family.

No juggling around of our three military services, their respective missions and weapons systems within the framework of the present unification act will stave off disaster. The unification law of 1947 must be repealed. The principles upon which it was founded must be repudiated. There is only one solution to our current predicament—the complete intergration of our three services into one single military force, with one uniform, one promotion list and a single staff. The new establishment must be, for all practical purposes, a congenial department of the air and space, in which there would be a bureau of naval forces, a bureau of ground forces, and bureaus of other auxiliary units.

Only when it is clearly understood that air power is space power will everything automatically fall into place: we will be on the right track toward the creation of a new military establishment which is attuned to the technology of our times.

Statement by Alexander P. de Seversky
Aeronautical Consultant
Before the Senate Preparedness Subcommittee
Washington, D.C., January 20, 1958.

Mr. Chairman and Members of the Committee:

Although I was summoned by your counsel on short notice, and it is therefore physically impossible for me to submit to you a comprehensive memorandum, I am nonetheless grateful for this opportunity to present my views. In order to use a minimum of your valuable time, I shall confine my remarks primarily to those areas of the Hearing where I find myself in disagreement with the testimony heretofore submitted. But I hope that the questions asked by your counsel and the members of the committee will bring out some of the details which are, in certain cases, just as important as a broad assessment of the problem.

1. Defense Establishment.

a) Rockefeller Report.

To me it is heartening that at last a public debate on our national defense is under way. I hope this debate will not be confined alone to Washington but will be joined in in every hamlet in the United States. Tactics and weapons are the province of the expert; but broad national policy in the area of security, like any national policy that affects the entire nation, is the province of the people. It is primarily the product of logic and wisdom. Furthermore, strategy cannot be kept secret. It is evident from the size and allocation of appropriations and from the country's industrial effort. A free society cannot

win a war by deception or surprise. Our strength must be inherent, and obvious to all.

It is encouraging to me, therefore, that such a distinguished group of people, under the leadership of Mr. Rockefeller, has devoted its time and energy to analyzing the current defects in our military posture. However, I consider the group's findings - though an important contribution to over-all debate - merely an opinion.

To start with, the group's analysis of the deficiencies of our present military establishment is correct. It is identical, not only in scope but in some instances even in language, to my own analysis which was published eight years ago in my book, AIR POWER - KEY TO SURVIVAL. A copy of this book was sent at the time to every member of the Congress, and a copy of the relevant chapter, entitled "Our National Defense Establishment", it attached to my statement.

Incidentally, the Rockefeller Committee is greatly concerned with our lead time in production of weapons, the lag between a concept and its reduction to operational status. I am more concerned with our intellectual lead time, which I am afraid is at the root of all our present trouble. Eight years ago I tried to warn the Congress and the American people that the Unification Act of 1947, as amended in 1949, was, quote, "neither fish, flesh nor fowl, and will never project a single strategy for victory"; that we were, and I quote again, "proceeding to create three separate strategic forces, each demanding the largest possible share of our security potential - which amounts to a guarantee that none of them will attain the magnitude and concentration for victory"; that the Act attempts "to

perpetuate by law the strategy and tactics of World War II"; and that "we are opening ourselves to the confusion that existed at Pearl Harbor, only this time on a global scale and prescribed by law."

In other words, I warned that because of a fallacious setup there was a danger that our defense program would develop a disease that would threaten the very life of our nation. Now, eight years later, when the disease has become malignant and apparent to all, the Rockefeller Report belatedly explains how the malady was contracted. But instead of offering the bold and skilful surgery required to remove the growth and restore the patient to health and vigor, the commission prescribes a conglomeration of medicine-man potions that will only prolong the agony. The cure is even worse than the disease. Under the beguiling claim that their proposal will achieve the right kind of military strength which is compatible with a healthy economy, the commission offers the same strategy of profligacy - of building everything and anything that comes to mind: the same old tired dish of defunct strategy of balanced forces, served to the Congress and to the people smothered in a new rich sauce of limited warfare.

In the short time available to me I naturally cannot go into a complete analysis of the Rockefeller Report. But I hold myself in readiness to assist this Committee in any way possible should they desire to analyze the Report in detail.

In order to support my criticism, however, I find it necessary to allude to at least a few of the report's recommendations.

For example, it states that we have, quote, "a superior industrial base and production know-how" which will "enable us to assign high priority to a greater variety of projects than the U.S.S.R." This simply is not true. Whatever margin we may have

in this respect is erased by the appalling disadvantages of geography and the dearth of American manpower. We cannot support a family of strategic plans. Whatever industrial capacity and manpower we possess, we must commit to a decisive force operating in a decisive medium. We can afford only one strategic plan. Anything else is a product of compromise. And I have stated time and time again that in the formulation of a correct strategy "there can be no genuine compromise. The correct answer cannot be obtained by averaging opposing viewpoints, any more than surgeons, failing to agree on a diagnosis, can settle the issue by operating on some in-between part of the anatomy. A strategy is either right or wrong - and we can't risk being wrong."

The report's proposal that we organize our operational military force into unified commands makes sense. But the composition of some of the commands proposed is utterly unsound. As an example I would like to refer to their recommendation that a limited war command be created. This alone would demand the biggest Army, the biggest Navy, the biggest Air Force, the biggest Marine Corps, the biggest everything - a defense department in itself. It is bound to absorb such a huge portion of our national defense effort that it will forever preclude the maintenance of an adequate retaliatory force - our Strategic Air and Space Command.

As a part of this fallacious concept, the report recommends that the Army should be allowed to develop and operate transport aircraft in order to move its forces swiftly to the combat zone. To allow the Army to develop its own air transport is just as illogical as to allow the Army to develop its own sea transport and merchant marine. Such a recommendation is an intellectual

regression in an attempt to turn back the clock of progress.

Every tyro knows that such transport can never reach the battle area unless its passage is guaranteed by air superiority. But such air superiority is tabooed by the limited minds of limited war advocates: we must not even attempt to achieve air superiority, they declare, since to do so we would have to hit the enemy's air power at its source and that would provoke a total war. Thus, in limited warfare, they want us to fight an air war without air superiority; a surface war with inferior manpower without a chance of scoring a decision; and to lose our supporting Navy without even attempting to neutralize the source of attack. The whole thing is preposterous.

I want to put myself on record that the era of limited, or so-called little wars, has come to an end - unless we take leave of our strategic senses. No man in his right mind could think a limited war can be won by us with conventional forces without the use of nuclear weapons. The same unique state of today's military technology which makes total war idiotic makes a nuclear limited war idiotic also.

Further expansion of Communism cannot be accomplished through overt aggression. The limited war advocates concede that our deterrent force is "useful in preventing or stifling limited wars", but they insist that we must not use it, that we must preserve it as a whole for total war. And then they proceed to recommend creation of a separate Limited War Command, instead of expanding our Strategic Air Command so that its size, flexibility and nuclear power can nip any aggression in the bud and yet it can retain its

overwhelming retaliatory power. Any further expansion of Communism from now on can be accomplished only through covert aggression, which means subversion and infiltration by political and economic means.

Limited war, like total war, is self-defeating. In any case, it can be fought only with the consent of both belligerents and is, for that reason, bound to end in a stalemate. No advantage, military or political, can be gained by such a war. At best these wars are a reconnaissance in force, useful to gain some knowledge of the enemy's capabilities and his political intentions, with the inevitable result of disclosing our own hand. Korea and Suez are proof that limited wars will always end precisely where they started, the status quo prevailing, unless they explode into a major conflagration which, under the existing balance of nuclear terror, would mean the complete annihilation of both belligerents.

It is clear to me that Russia has already sensed this new power relation. That is why she desisted from further inciting Turkey and Syria against each other. Since then, she has further demobilized her conventional forces, diverting that manpower toward increasing her strength in total war and broadening her industrial capacity to forge the tools of economic war.

One more fallacy contained in the report will suffice:

According to the report, the services will continue to remain separate entities. The officers must develop the understanding, loyalty and esprit de corps of their distinctive branch. But when, after thirty or forty years of dedicated service, the Defense Department pins another star on their shoulders -- presto! they become ambidextrous or even triphibious, utterly detached from their innermost convictions and philosophy, and instantaneously acquire a

broad, over-all view which supposedly transcends the service boundaries. This is a good psychic trick if you can do it. That recommendation alone threatens to destroy totally the morale of our Armed Forces.

The fallacies of this report, I am convinced, stem from the fact that it represents a compromise on the uncompromising views of individual members of a large committee, where each member's opinions are influenced by so-called "enlightened self-interest". I feel certain that each member of this distinguished body individually could offer much better and much more comprehensive recommendations.

b) Fundamentals of a new Defense Establishment.

In his State of the Union message, President Eisenhower, among other things, stated as follows, and I quote, "The advent of revolutionary new devices...creates new difficulties, reminiscent of those attending the advent of the aeroplane half a century ago. Some of the important new weapons which technology has produced do not fit into any existing service pattern. They cut across all services, involve all services, and transcend all services... In some instances they defy classification according to the branch of service."

I agree that the aeroplane did create new difficulties in the defense area half a century ago because it opened the space above the surface of the earth as the most efficient medium for carrying destruction to the enemy. The Air Force was created to exploit this third dimension, as another arm of our national defense. Since then, man has flown four times faster than a bullet, faster than a 16-inch shell, and faster than some ballistic missiles. With rocket propulsion, the weapons of the Air Force no longer depend on

the atmosphere for sustenance and propulsion. The sky is no longer the limit. The space above is the natural domain of the Air Force. And, since air power is space power, supersonic vehicles, missiles and satellites do not revolutionize warfare. They are simply more efficient weapons of air and space power. I am compelled to disagree with the President that these new weapons transcend all services. They logically belong to the Air Force, which has for years prepared itself to wield these new instruments of war. The Air Force is not wedded to aircraft. It is a tri-dimensional military force that has the organization and the skill to keep abreast of space technology.

Sheared of their former strategic significance, the elder services have tried to leapfrog over the Air Force into space to acquire a new strategic role. The Navy maneuvered to take charge of the Vanguard project in order to be the first to stake a claim in space with a token six-inch 'moon'. The Army developed its Jupiter-C, coveting the ambition of launching the first manned satellites and thus constricting the Air Force to the thin layer of the atmosphere. In doing these things, the elder services are actually deserting their primary missions on land and sea. It is ridiculous that these forces are both trying to become space forces. How confusing it will be if the space around our planet is infested by silver sputniks of the Air Force, golden sputniks of the Navy, and khaki sputniks of the Army, all orbiting around in uncoordinated motion in all directions, under the control of three different heads who refuse to speak the same language.

The present defense establishment is a product of World War II mentality. It presupposes that any future war will be fought

with the same methods of balanced forces strategy that were used in the last conflict. The Unification Act freezes for all time the roles and missions performed by our Armed Forces in the last war. To brand the military services' rivalry "disgraceful", as Dr. Vannevar Bush did recently before your committee, is certainly ungenerous toward the military men involved. The fact is that each of them is patriotically defending his innermost convictions. Right or wrong, some of them deeply believe in every fallacy they preach. What is disgraceful is thatwe still keep on the books the defense law which leaves military men no choice but to bicker and compromise on the questions that involve our very survival.

In any future war, no military force will be able to survive on the surface of the earth. The Army will have to go underground, the Air Force will have to remain airborne, and the Navy will have to go underwater. It would end down below anyway in case of hostilities, so why not plan it that way in advance to obtain the maximum strategic capability - particularly now, when the submarine has become the new capital ship of the modern Navy. All these forces will be able to return to the surface of the earth only after the question of who controls the air and space above has been resolved. And that decision will be gained by the Air Force, wielding a well-coordinated and perfectly timed offense with planes, missiles and, if necessary, satellites.

Eight years ago I recommended that "we have one genuinely integrated department of one military force in conformity with one definite strategy", and that "when the people, having weighed all the pertinent facts, decide what the strategy shall be", the innocuous position of Chairman of the Joint Chiefs of Staff shall

be replaced by that of "a military chief vested with power of decision" to carry out that basic strategy. "Then," I wrote, "genuine integration, singleness of purpose, and unity of command will be achieved." Today I am more than ever convinced that I am right.

The outcries that such a direct line of authority, when the chief of a single staff makes the necessary decisions, smacks of totalitarianism and creates a military Solomon, as Admiral Burke lamented, are utterly unwarranted. Such an organization in a totalitarian state, under the orders of a dictator, is one thing: the same organization, working under the President, the Secretary of Defense, and control of the Congress, is quite another. To deny that in a democracy a single man can have authority and responsibility is to invite anarchy - and that is exactly what we have witnessed in our national defense during the past ten years.

The inexorable progress of technology has already made our Navy about 90 per cent air force. It wants to project its power through the air and space above by planes and missiles. The Army likewise clamors for its own independent aviation service in order to project its power through the air and space above with planes and missiles.

It is ridiculous for three separate agencies to fight the same air war with the same weapons, namely planes, missiles, supersonic manned vehicles or satellites. The time is long overdue for us to integrate our three services into one single military force, with one uniform, one promotion list and a single staff. The new establishment must be, for all practical purposes, a congenial Department of the Air and Space, in which we have a Bureau of Ships, a Bureau of Ground Forces, and bureaus of other auxiliary units.

The changes I propose cannot come from the Pentagon. Even though some of our top military leaders individually see their wisdom and timeliness, as a group they are entirely too regimented under the present setup to make such recommendations with impunity.

There is only one source from which the necessary changes can come, and that is the American people, bringing pressure on their representatives in Congress. But they cannot act unless they are brought to realize the dangers inherent in our present military system. The current national debate on the subject of our defense and foreign policy is the only road to survival.

The President, in his State of the Union speech, promised in the near future to recommend some definite plans for the reorganization of our military establishment. But I must submit that the recent actions of the Administration, in my opinion, only add to the confusion. The very fact that we are now compelled to appoint a number of czars and pile one super official on top of another proves that there is something wrong with our approach to the problem.

The presence of Dr. Killian in the White House is all to the good. It will enable the President to be correctly informed in scientific matters. But unfortunately there has been no clear cut definition of the relationship among Dr. Killian, Secretary of Defense McElroy and Mr. Holaday, Assistant Secretary in charge of missiles, whose powers have been elevated and made equal to those of the Secretary of Defense himself.

The situation is further complicated by the statement that if a new important weapon is conceived, another powerful executive with extraordinary authority will be appointed to handle it. We had difficulties with three separate services headed by one Secretary

of Defense. How confusing it will be with three services working under half a dozen of what amount to equally powerful Secretaries.

The creation of an Advance Research Project Agency will not solve the problem. The latest move, to split anti-missile defense between the Army and the Air Force defies comprehension. The Air Force is already vested with the air defense of our country. General Partridge, an airman, is Commander in Chief of over-all continental defense. Regardless whether a ballistic missile is viewed as a supersonic vehicle of the Air Force or simply as long-range artillery, the fact remains that all these vehicles - ballistic and guided, manned or unmanned, whether for offense or defense - operate in the self-same space. The air ocean and its endless outer space extension are one and indivisible, and should be controlled by a single, homogeneous force - and that, as I have already stated, is the Air Force. Instead of fragmenting our effort, General Medaris and the Redstone arsenal must be bodily - with all personnel - transferred to the Air Force, or at least the Air Force must have complete operational control over that establishment. Once this is done and a single agency is vested with responsibility, it must be left alone. The fewer czars, the fewer coordinators, the faster we will get along with the job.

More money for defense alone is not enough. The whole philosophy, the whole approach to our national defense effort must be changed if we are to regain our military superiority.

2. Active Air Defense in Total War.

Throughout history, the advent of each new weapon seemed at first to provide an unimpeded offensive means for its possessor.

But eventually and inevitably an appropriate defensive was developed, and the offense-defense balance was restored.

The nuclear warhead is no exception. Its devastating power will ultimately be balanced by the difficulty of its delivery to the target. Each war differs radically from the preceding conflict. World War I was static, characterized by trench warfare. World War II, on the other hand, with its motorized equipment and air power, was highly dynamic and mobile. The next war will differ from the last by again becoming static, a paradox in view of the fact that it will be fought at hypersonic speeds. The strategic picture will be notunlike that of two immobile fortresses, shooting it out with long-range weapons.

With the ballistic missile a reality, the maximum in offensive power has been reached. Everything else is anticlimactic because the time element of attack has increased. It is only natural, therefore, that the scientific energies and resources of the protagonists will be channelled automatically into the defensive effort. The present atomic stalemate is bound to evolve into the centuries-old balance of power, when the destruction of the military force of one side can be accomplished only through a protracted attrition inflicted on the enemy by the forces of the other side. When the offensive capabilities of the belligerents are equal, the defense becomes decisive.

In developing this defensive capacity, I maintain that we must be guided by several fundamental assumptions: One - we must recognize that speed <u>per se</u> is no longer a defensive feature of offense. No matter how fast a missile streaks through the air or space, it can be stopped. Stop the means of delivery, and what it

carries no longer matters. The second fundamental to recognize is that in a short time the range of detection of airborne vehicles by various scientific means will expand throughout the entire circumference of the globe. The surprise attack will be impossible, unless one side is fast asleep. Thus penetration will depend, not on speed and not on surprise, but on the ability to counter-measure the energy impulses of the defense. Once we reach that stage, it will be not a physiological or technological, but purely tactical decision whether a robot or a human mind must guide the vehicle. In general, robots are too logical. Their reaction is predictable; they are easier to intercept. It will take human intuition and power of choice to baffle and outwit the defense. That is why I am convinced that, for any predictable time, the hypersonic, manned vehicle will be the decisive weapon in any future war.

It is true that a robot can be perfected to duplicate the reactions of the human brain. But such a device will be enormously complicated and costly. That is why I maintain that the true push-button war, though a scientific possibility, is an economic absurdity.

In summing up, it is clear that our country is uniquely equipped for this kind of warfare. I have always been convinced of this.

Although Russia has made vast technological advances, its standard of living has not improved appreciably. On the other hand, the United States has greatly expanded its telephone, telegraph, ticker tape, teletype and microwave facilities - to mention only a few. This highly efficient communications web - the indispensable ingredient of an effective defense complex - is already in existence. Representing hundreds of billions in investment, it is the product

of our free enterprise and industrial civilization. It would be a Gargantuan task for any government, no matter how autocratic, to create a similar complex, even with slave labor, and have it operational by the time of maximum danger three years from now.

Don't misunderstand me. I do not advocate an electronic Maginot Line, nor do I advocate defensive strategy, because the military principle that only offense can win a war is as true today as it has been through the ages.

What I am trying to clarify is that modern defense consists of combat interception by planes, missiles, and nuclear warheads the moment the enemy is airborne five thousand miles away. It is a continuous electronic battle. Likewise, the offense will have to fight its way to the target the moment it is airborne for attack. Both offense and defense are an integral part of the over-all battle for command of the air, the space above, and the electronic right of way.

3. NATO.

To consider NATO as a shield force for the free world is militarily unsound. It is still a trip-wire, a mustard plaster applied to the Russian Bear's anatomy. Its only value is to divide Russian military potential so the Soviets cannot concentrate their entire resources on the destruction of America. Russia has been in production of IRBMs for nearly two years. These are already operational, and she has them in great quantity. Every base and every strategic NATO point on the Eurasian continent is already zeroed by these missiles and could be wiped out instantaneously and simultaneously. Therefore, NATO's survival is guaranteed only by the deterrent power of our Strategic Air Command our Sword of Damocles, complimented by

the British bomber command. The true shield, therefore, is not the continental NATO forces, but the United States Continental Air Defense, which makes it difficult for the enemy to impair our capacity to unsheath the sword. The western allies must understand that anything that weakens our shield and blunts our sword must be ruled out. If NATO's continental forces are maintained at our expense, we are compelled to divide our over-all potential just as much as Russia. And, because of our geographical disadvantage and our limited manpower, such a division could prove fatal.

If NATO is to contribute to the strength of the free world, our friends overseas must generate their own forces and weapons primarily by their own effort. Only then can the western alliance achieve superiority over the Communist bloc. The notion that we make ourselves stronger by expanding the balanced forces of our allies as a part of over-all western strength for total war is a fallacy. An alliance built on such premises is no longer tenable. The reluctance of some NATO countries to accept our intermediate range ballistic missiles is understandable. It would be imprudent for us to put IRBMs on the soil of continental Europe without first having intercontinental ballistic missiles in being and operational, which would make the Strategic Air Command a double-edged Sword of Damocles.

4. Submarines.

I recognize a submarine firing a ballistic missile as a very potent weapon. But to endeavor to match the number of Russian submarines is not necessarily logical. This force must be developed in accordance with our own strategic requirements. We must not forget that Russia's industrial complex is deep within its land mass, whereas ours, and that of our allies, is deployed along the shoreline. It has been estimated that as much as 80 per cent of our industrial

capacity, therefore, is within reach of Russian submarines. Basically, any expansion in efficiency of submarine warfare favors the enemy, not us. Therefore, I feel that we must exert our utmost scientific effort to solve the problem of detection and surveillance of these submergibles. We must endeavor to achieve a scientific breakthrough, and make water transparent, figuratively speaking. Deprived of its natural concealment, the submarine will become a helpless target of air power. Thus the best way to deal with this Russian menace is to nullify the gigantic effort which the U.S.S.R. is devoting to this form of attack.

5. Budget.

The proposed national defense budget for Fiscal Year 1959 is a breakaway from the division of military appropriations more or less equally among the three sister services. I want only to bring to the attention of this committee the fact that the Air Force and the Navy are receiving identical amounts of $18,008,000,000. Unless this is a fantastic coincidence, bordering on the miraculous, such equal division of funds represents a jurisdictional agreement and cannot possibly be a product of realistic strategic requirements.

6. Aircraft Carriers.

I am of the opinion that the super aircraft carriers designed for strategic attack upon the mainland of the U.S.S.R. are an unnecessary drain on our economy. I have dealt with this question on many occasions, and my views in this respect are well known.

I would simply like to add that the transformation of a conventionally propelled surface Navy into an atomic Navy, though a technological improvement, has no strategic significance. The

new 80,000-ton, giant economy size atomic aircraft carrier will be sunk just as swiftly as its smaller version if it ventures within striking range of enemy air power which, by the time of its commission, will be global. This surface Navy, designed to project our air and missile power via slow-moving, man-made, floating islands is nothing but a costly yet feeble attempt to compete with the Strategic Air Command's direct and swift intercontinental capability. Yet this senseless, purely jurisdictional dispute absorbs a vital portion of our creative minds and scientific effort. Like the battleships at Pearl Harbor, these new ships of the line will be at the bottom of the ocean before they know they are at war.

One of our Strategic Air Command bases today contains, on an average, 45 strategic bombers. Equipped with two nuclear weapons each, the planes of this one base alone can deliver a damaging blow to our potential enemy. Suppose the commander of this base were to go before Congress and ask for five billion dollars for its defense. He probably would be sent to Walter Reed Hospital for mental observation. Yet the Navy builds a floating base that can launch only a handful of aircraft and missiles that are inadequate to defend their own task force, much less to attack the Eurasian land mass against fantastic odds, and then proceeds to spend five billion dollars for the protection of this floating base by a task force.

I recommend that the entire concept of strategic aircraft carriers be thoroughly reappraised by our Congress before any more money is appropriated for them.

7. Strategic Air Command.

While fundamental changes in our national defense are being

debated in the Congress, we must recognize that, in any future war, the decision will be scored only by our retaliatory striking force. Therefore, all offensive forces in being, of air, land, and sea, which employ planes and missiles as weapons systems, must be put immediately under the operational control of the Commander in Chief of the Strategic Air Command.

In view of the rapid increase in the electronic defense capability of the U.S.S.R., with the corresponding increase in the rate of attrition of our offensive forces the size of our Strategic Air Command should be quadrupled. The production of intercontinental bombers must become a 7-day, 3-shift operation until such time as the B-52 and the B-58 are superseded by newer types.

8. Civil Defense.

The recommendations for civil defense contained in the Rockefeller Report are almost identical in scope and language to those made in my book, AIR POWER - KEY TO SURVIVAL, in the chapter entitled "Defense in the Atomic Age". Therefore I do not think it is necessary for me to take the committee's time to go into the matter in detail.

9. Satellite and Space Projects.

On December 11, 1957, the Air Force established a Directorate of Astronautics for the purpose of handling such projects as earth satellites, space reconnaissance, space platforms, and other related projects. The establishment of this directorate was promptly vetoed by Under Secretary of Defense Donald Quarles. My supposition is that the underlying reason for this action was

the reconciliation of similar programs by the Army and the Navy.

As a compromise, a special agency is now being proposed for the Defense Department so that these projects can be handled outside the services.

I consider this extremely unfortunate. It will only complicate and retard the exploitation of space for our national security. I must repeat that space is the domain of the Air Force, which should be given the necessary funds and the authority to proceed and then left alone to do the job. This would be the fastest way to accomplish this important objective.

CONCLUSION

In conclusion I would like to state that, to those who cannot, or refuse to, see the necessity of a drastic change in our military setup, the current demands of the military seem impossible to satisfy. As a result, there is a tendency to emulate totalitarian practices in various degrees. Thus, Secretary of State Dulles recommended that we ought to "give up some of our marginal freedoms". I am convinced that he is wrong. To me, it has long been crystal clear that in any modern human conflict, when one nation's total physical and human resources are pitched against another's, the entire populace can act in unison only under the compulsion of total regimentation or under the inspiration of total freedom. Our nation's trouble today is that we find ourselves half regimented and half free since, among other things, freedom means the right of the people to have access to the facts.

There are certain panicky souls who chide the American people for extravagant living, for riding in "two-toned convertibles".

Others recommend that we tighten our belts and reduce our standard of living. These are also dangerous notions. We have no right to demand sacrifices from our people as long as our military effort is only about 50 per cent efficient.

We can never demonstrate to the world the superiority of a free society unless we can prove our ability to be invincibly strong and yet maintain the high standard of living from which our very strength flows. If, in order to match Russian strength, we have to reduce the American mode of living to that of the Russian peasant or Chinese coolie, we will have nothing to offer.

We are still the greatest industrial nation on earth. With 650,000 scientists and engineers in our midst, we still have a greater creative brain power pool than the Russians.

But we can never achieve our national aims unless we get rid of all the forces that have no longer a legitimate mission, and are only kept through inertia, sentiment or tradition. I respect and admire tradition. I value the importance of esprit de corps. But when these fine heritages interfere with human progress and threaten our very security, I feel that we must have the moral courage to relegate them to the nostalgic past and to make the necessary fundamental changes in our military setup. The question is whether we will have the wisdom to make that move now, as a product of logic, or whether it will be forced upon us by the march of events, in which case the change may come too late.

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P to P guest Corres
Fairbanks, Doug Jr

April 23, 1958

Dear Mary Lee:

Many thanks for your gracious note. It was a great pleasure to visit you and Doug on the program, and I can assure you that your fears about your own appearance are entirely groundless.

It is most kind of you to suggest a dinner party while I am in London. Unfortunately, I do not yet know on what dates I shall be there. I will let you know as soon as possible.

With all good wishes.

Sincerely yours,

Mrs. Douglas Fairbanks, Jr.
Hotel Blackstone
50 East 58 Street
New York, New York

mmc

P.P - Guests
Draper, Dorothy

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JUST LEARNED ON MY RETURN FROM GREEN BRIER TODAY THAT THE LOVELY RED ROSES WHICH ARRIVED BEFORE THE SHOW WERE FROM YOU A THOUSAND THANKS I REALLY ENJOYED BEING ON YOUR SHOW SOME TIME THAT YOU ARE FREE I SHOULD LOVE TO HAVE YOU AND MRS MURROW FOR COCKTAILS AT MY APARTMENT

DOROTHY DRAPER

402P..

HOTEL BLACKSTONE
50 EAST 58TH STREET
NEW YORK 22, N.Y.

Dear Ed -

How very kind of you to send me the red roses. They were lovely, warming, and your thought is greatly appreciated.

I hope I didn't disgrace you - I felt like a middle-aged whingeing fool!!! I'd never really know how other's felt - But it was painless, you were easy, kind, and reassuring - Thank you.

If you will give me a list of people for dinner in London, I will contact them and say you would like to see them - love

will be there by May 10 – The house is organized so we don't have to worry about that – if I could get the list now, (or soon) I could have my secretary call them soon – People get involved in London, as you know. We can have 16 for dinner –

Again thanks –

Mary Lee

Monday

P. to P. Guests

PHONE
CIRCLE 6-1000

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WARNER BROS
PICTURES, INC.
666 FIFTH AVENUE
NEW YORK 19, N. Y.

Blackstone Hotel
50 East 58th Street
New York 22, New York

April 19, 1958

Mr. Ed Murrow
CBS
485 Madison Avenue
New York 22, New York

Dear Ed:

Many thanks indeed for the copy of FOREIGN RELATIONS. I do agree that this is one of the best in a long time.

Yours, aye,

Douglas Fairbanks

P to P guests
Fitzgerald, John D

Public Relations Counselors

A DIVISION OF WILLIS S. MARTIN CO., INC.

535 W. WAYNE STREET
FORT WAYNE, INDIANA
ANTHONY 6233

November 13, 1958

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York, New York

f

Dear Ed:

Just a short note to tell you how much Ruth and I enjoyed visiting with you last Friday evening. It was extremely interesting to witness the "Person to Person" telecast from the control room. However, I agree with you that I am not entirely clear just how it is done.

I do not know how soon we will be back but I will drop you a note ahead of time when the next trip materializes.

My very kindest remembrances to Janet.

Cordially yours,

Fitz

John D. Fitzgerald

JDF/rs

P to P guests
Fuller, Alfred.

December 5, 1958

Mr. and Mrs. Alfred C. Fuller
The Fuller Brush Company
Hartford 15, Conn.

Dear Mr. and Mrs. Fuller:

Thank you both for your nice letters. Everyone agrees that your performance on PERSON TO PERSON was excellent and we are most grateful to you for your hospitality.

Sincerely yours,

THE FULLER BRUSH COMPANY

HARTFORD 15, CONNECTICUT

ALFRED C. FULLER
CHAIRMAN OF THE BOARD

December 2, 1958

Mr. Edward R. Murrow
C. B. S. Broadcasting System
485 Madison Avenue
New York, N. Y.

Dear Mr. Murrow:

The great experience of appearing on "Person to Person" is now a matter of history. Mrs. Fuller and I agree that it was really a great experience. One other thing to which we both agree, however it may have appeared to your T. V. audience, we didn't appear rehearsed or trained for the part and certainly did not feel professional.

We witnessed an example of perfect coordination and the most courteous and careful consideration on the part of all those who took care of the technical and other aspects of this job at our house at 32 Colony Road. I would like to commend you particularly on our experience with Charles Hill and Chuck Romine. We had our first conference with these men Monday before the broadcast. I am not particularly adept at an "Off the cuff" interview of this sort. The actual coaching by Chuck began about 5:00 O'clock Friday, the day of the program. I am quite certain we might have had more difficulty but for the skill in which he instructed us for the program.

In observing all of the details and technical requirements in setting up for the program, one is very conscious of the highly specialized and intricate knowledge which it requires. No disturbance to the house occurred excepting between the arrival of the studio van at 3:00 P.M. and its dismantlement after the program, and the house was left in its usual good order.

We both hope that the program came up to the standard expected and feel it was a distinct honor to be with you on "Person to Person."

Sincerely yours,

Alfred C. Fuller

ACF:vr

PtP

December 2nd

My dear Mr. Murrow:-

Now that some of the "tumult and the shouting" have died down following our appearance on your Person to Person show last week, I should like to tell you how much we appreciated the manner in which it was all handled by your very efficient and considerate staff.

When the idea was first presented to me, I must confess my reaction was violently negative - as you yourself said, it is an invasion of one's privacy, and having been brought up in the conservative British tradition of the "Englishman's house being his castle", I wanted no part of being exposed to the view of millions of curious people. After meeting Mr. Hill and Mr. Romine, and chatting so pleasantly and informally with you in New York, however, I had a different feeling about it, and now that it is all over, I can truthfully say that I found it an interesting and stimulating experience.

Needless to say, the four Fuller grandchildren loved every minute of it, and your kindly and gracious manner put them quite at their ease - they will have a vivid memory of the occasion for the rest of their lives.

We were interested to hear you say you had been in Nova Scotia, and hope if you ever get there again you will let us know - we spend our summers in Yarmouth, and feel it is one of the few remaining unspoiled places left, where one can be completely relaxed.

Many thanks for the lovely flowers, which arrived at the height of all the excitement - I did not realize until the following day that you had sent them.

My kindest regards to Mr. Hill and Mr. Romine (those skillful soothers of fluttery females), and all the rest of your CBS team, and my best wishes to you for continued success in all your undertakings.

Very sincerely yours,

Primrose Fuller

P&P

JOHN A. AARON

Ed –

F+1 –

See you at
it today for
drinks with Fuller

Jan

PERSON TO PERSON

Original 'Fuller Brush Man' Traces 50-Year Climb of Noted Firm

Direct Selling Called Infantry of Marketing

On the American scene there are probably few terms more familiar than "the Fuller Brush man" and few households unacquainted with some form of the Fuller brush. In response to an invitation from The Christian Science Monitor, Alfred C. Fuller, founder and chairman of the board of the Fuller Brush Company, has written a series of four articles setting forth his reflections on 50 years of direct selling and what this method of retailing has meant not only to his own company but to the American public at large. This is the first article.

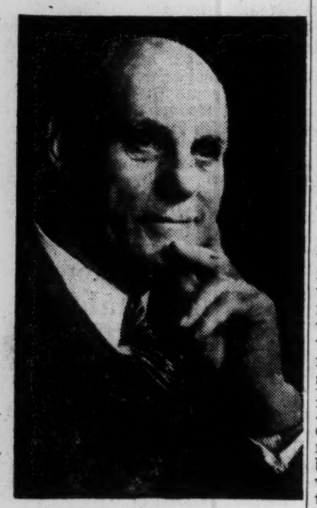
By Alfred C. Fuller
Founder and chairman of board, the Fuller Brush Company
Written for The Christian Science Monitor

Hartford, Conn.

Many columns of space have been published in recent years about the Fuller Brush dealer, the Fuller Brush Company, and me. Much of this vast lineage has been extravagant in its praise and particularly effusive in its crediting to me personally extreme talents for salesmanship, business sense, and even clairvoyance.

I insist at the beginning of my comments on 50 years of direct selling on setting straight the record on this score. The facts are simply these. It was my good fortune some 51 years ago, through the offices of a benign Providence, to be placed in concert with an opportunity. My assets at the time were a few hundred cautiously saved dollars, a farm boyhood that recognized hard work as a virtue, and a desperate need to make a living.

These basic ingredients were leavened through the years with plain common sense which directed me to enlist the aid of many others in the venture and to reward them as realistically as possible, encouraging them thereby to continue the formula to its logical and happy present state.



Alfred C. Fuller
Founder and chairman of the board of the Fuller Brush Company.

There is one statement of principle I phrased many years ago which sums up the philosophy of management upon which I have operated through the years. I am proud of it:

"With equal opportunity to all people engaged in the transaction, a business must succeed."

Big Year Ahead

This year, 1957, the Fuller Brush Company will sell some $100,000,000 worth of brushes, brooms, mops, cleaners, polishes, cosmetics, vitamins, and machines to housewives, schools, hospitals, offices, and factories throughout the United States and Canada and in many nations of the free world. The company will buy many millions of dollars worth of raw materials from America's and the world's markets. Nearly 10,000 individuals — dealers, factory workers, office people, managers, and warehouse employees, will earn better than average livings for themselves and their families.

It is a far cry from accomplishments like these back to the circumstances in the spring of 1906 when it all started. Life was simpler in those days, and many of us in nostalgic moments, secure in the creature comforts of today, sometimes refer to them as "the good old days." Though I have enjoyed living through the "good old days" at the beginnings of the Fuller Brush Company, I'm sure most of the pleasure has come from the achievement of having actually survived them to experience the greater pleasures of today.

The fortunes of the Fuller Brush Company are an interesting parallel to the fortunes of the nation's homemakers. Indeed, this is true of much of the nation's economy. But a chronology of our products is a remarkable reflection of the progressive emancipation of the housewife from the drudgery of the early days to the comparative ease of housekeeping she enjoys in this modern day.

Made Own Brushes

The brushes I twisted in those first days and carried to the homes of the people in Somerville, Mass., were good brushes. I personally made sure of that. They were fine brushes and helped the housewives of that era to do their housework better and faster.

My brushes were so good, however, and lasted so long that it forced me to extend my territory rapidly to find new customers and launched the first phase of the development of the Fuller Brush Company, which I like to call the early expansion stage. It was this basic need for new customers that actually organized the company. Thus, within a few months of starting the business, my time was about equally divided among manufacturing the products, selling them, and recruiting dealers to carry on.

I soon learned to depend on people. Since by the very nature of the activity, supervision was at best a remote possibility, my common sense directed me to the best solution of the dilemma. Consciously or not, the Golden Rule applied. In the factory, small as it was, and in the field, scattered though it was, the individuals simply had to do their work honestly and conscientiously or the whole project was doomed. Somehow I knew that if I truly depended upon them, fairly rewarded them, and sincerely considered them an integral part of the venture, they in turn would cooperate to our common benefit. I am convinced the accomplishments of the past half century would not have been possible without that mutual confidence.

Difficult Days

Looking back over these many years to the early days of the business, one is tempted to gloss over the difficult times. Providentially they gather about them an aura of enchantment that I could not recognize while living through them. They were difficult days much of the time. Long hours, decisions that had to be made without the benefit of experience, capital too short to keep pace with the needs of rapid expansion. Frequently I had to decide how little I might need of available funds to live on; how little of available funds the business would need. Frequently we both got along on less than we thought we might, but what the business allowed me for living money it exacted in extra hours.

Of one fact I am particularly glad in this connection. Despite the demands on my time to be in the factory producing and in the office managing, I always made time to be out in the field where I was convinced the key to success existed. In the beginning I spent half my road time selling to finance the trip and to learn the market; the other half I spent recruiting good men to continue the selling. All through my years of management in the business I have arranged to devote a major portion of my time to the field and its problems. It is gratifying to see that my son, A. Howard Fuller, president of the Fuller Brush Company, and my younger son, Avard E. Fuller, vice-president, continue to spend much of their business time in the same manner.

Great Strides Forward

Their concentration in this area of the business, the key area, is largely responsible for the great strides forward the company has made since they have assumed important posts in the management of the business. I know they both intend to follow this concentration on sales as a matter of policy.

Direct selling in 1906 was considered a method of merchandising considerably wanting in respectability. Fortunately, my life on the farm in Nova Scotia, while it fitted me well for the hard and discouraging work I was called upon to perform, hardly equipped me to be discriminating in the kind of work I was willing to do. Frankly, I was unaware that calling on the homes of my neighbors seemed undignified to others. On the contrary, I had supposed that neighborliness was something of a virtue, particularly if in the course of the calling I brought them something useful, of better quality than they were accustomed to, at a price that was attractive.

Since I was completely in charge of the products I sold—the design, workmanship, and the price— I was never wanting in confidence concerning them. At no time did I consider myself a super salesman. I was sure from the beginning that the success I met at the doors of my customers was caused by an honest approach, a neat but unassuming attitude, and a product that would stand the test of use in every way for which it was intended. It was on this conviction that I was able to convinced other men to try the business.

Direct Selling Retained

There were occasions through the years, however, in which I was sorely urged to abandon direct selling for the routine methods of merchandising through retail outlets. Some of my closest and most intimate advisors practically pleaded with me to concentrate on the design and manufacture of brushes to the exclusion of the direct-to-customer sale—this at a time when the company had grown to substantial stature and was well equipped for such a major change in policy.

I consider my firm and final decision to stay with direct selling one of the crucial points in my business career. The continued success of the company since then, the noted success other companies have made in this field since then, indeed the interest many major retailers are lately showing in direct selling, endorse my decision of many years ago. Direct selling is the infantry of marketing. It is basic selling and in no small way responsible for building much of our nation's lofty standard of living. I am happy to have contributed something to it.

If these are the practical justifications of my decision for direct selling, there are other justifications equally if not more pleasant upon which to reflect. The many fine men and women who have been attracted by the opportunity the Fuller Brush Company has offered through the years, who have prospered happily, whose families have been given benefits possibly denied them under other circumstances—they represent less tangible but nonetheless real justifications.

Leaders Given Opportunity

Particularly I refer to the hundreds of fine people who have progressed in the company from dealerships to great positions of responsibility in the management of the business. It is rare in our company to find a manager who has not risen through the ranks to his present high position. And this is as true in the office and factory as it is in the field organization.

Less particularly, but just as proudly, I refer to the many leaders of business, government, religion, and the arts of our nation who have gone on from their early experience as Fuller Brush men to great attainments in their later careers. To name but a few of these legions of fine men would be a disservice to many of them space will not permit me to name. But suffice it to state that I note with satisfaction the earnestness with which they refer from their high estates today to their early training as a Fuller Brush man. Almost daily one reads of successful men in many walks of life who sincerely credit direct selling, yes, Fuller experience, in their early days, as background for much of their later accomplishments.

Half Century of Recollections

These, then, are some of my reflections on 50 years of direct selling. They are, perhaps, the more personal reflections. I hasten to record them early in this series simply to get them stated so that other things I will have to say and other comments I intend to make will be understood in the proper context.

It has been said that I am shy. Actually I am not, and my public activities over the years will bear it out. But one naturally tends to protect himself when he is the subject of so much printed, filmed, and spoken material. Objectively, I welcome the prestige it reflects to the benefit of the company and my associates; personally I feel the line should be drawn short of making me an institution.

Some years ago at a rather dignified public affair, I was seated next to a fine-looking man several decades my senior. Learning my name was Fuller and that I was connected with the noted company bearing that name, he proceeded to tell me that as a young boy playing at his mother's knee, he remembered calls of the Fuller Brush man at his home. I didn't have the heart to puncture his tale at that time, but I'm sure he had me mixed up with the famed Yankee peddler whose traditions I'm happy to have helped perpetuate.

Air View of Fuller Brush Company Plant in Hartford, Conn.

Investment Firm Informs Travelers

A Window on Wall Street

By Vartanig G. Vartan
Special Correspondent of The Christian Science Monitor

New York

Brokerage firms are meeting the public better than halfway these days. They are happy to give lectures, send out literature, and answer questions on the stock market.

An excellent way to meet the public, of course, is to go where the crowds exist. With this in mind, the United States' largest brokerage house opened an outpost one year ago in the midst of the swirling crowds of Grand Central Station.

Merrill Lynch, Pierce, Fenner & Beane stationed its "Investment Information Center" at the eastern end of the railroad station's concourse and put out the welcome mat for the public.

"Some 700,000 people use Grand Central every day," a Merrill Lynch spokesman said. "They include commuters, passengers to all points out of the country, and workers in the area."

What's the reaction of this premium group of passers-by to the investment center? An official of the brokerage firm describes it as "really spectacular."

No Buying or Selling

The center was set up for informational and educational purposes. It is not an office for buying and selling stocks. However, the center has brought in many new accounts to Merrill Lynch, including that of a millionaire who previously had not owned a share of stock.

Last December an office worker strolled into the center during her lunch hour. As the 1,000,000th visitor, she became the surprised—and delighted—recipient of five shares of common stock in American Machine & Foundry Company, which at that time held a company display in one half of the center's 1,250 square feet.

Every two months, Merrill Lynch invites an outstanding concern to share the space at the center. The present exhibitor is Reynolds Metals Company, which last year produced 27.5 per cent of all aluminum in the United States and rang up sales of $400,000,000.

The Reynolds display shows aluminum in its various forms —extruded, welded, powdered, drawn, and anodized to different colors. "In making aluminum," the company points out, "Reynolds consumes enough electricity each day to supply a city the size of New York."

Aluminum Display

At frequent lectures during the day a Reynolds expert tells the public how to use aluminum in the home. (Sample use: making aluminum window screens.)

A map pinpoints the location of various Reynolds plants in this country. And a wall display gives graphic proof of how aluminum is used to package corn-bread mix for housewives and to provide the curtain walls of office buildings for businessmen.

Across from the Reynolds exhibit, account executives of Merrill Lynch are on hand to answer the queries of would-be investors, train catchers, and commuters on their way to the office.

At lunch hour as many as 200 persons may visit the center at one time.

The visitors may come up with unexpected questions, Merrill Lynch reports. These can range from "Is there a USO around here?" to "Does a free market for gold exist anywhere in the world?"

Shortly after Merrill Lynch opened its center on March 1, 1956, it accommodated a rather unusual request by changing a quarter for a young man in a big hurry. He explained to the account executive that he needed to telephone the lost-and-found department to try and locate his wife who had missed the subway train at 14th Street.

Requests From Afar

People evidently remember their visits to the investment information center. Some requests for stock information have come from as far away as Europe and Latin America.

The public is invited to take pamphlets at the center such as, "How to Invest," "About This Stock and Bond Business," "The Monthly Investment Plan —And How It Works"), as well as to ask questions.

Added investment aids are found in eye-catching displays explaining the part stock ownership plays in the nation's economy.

First of the company exhibits was provided by International Business Machines Corporation, which even moved a transistor-powered electronic computer into the center. In a fraction of a second, the computer gave the dividends and current market value of a $500 annual investment for any year since 1929 in selected securities.

Today, the center stands beneath a row of huge Eastman Kodak snapshots in color. And a scant 60 paces away, in case passers-by want to know the time of their train, is located the concourse's landmark—the railroad information booth.

Industry • Finance

Market Tipster Cuts Planet Ties

By the Associated Press

New York

It's all right, a court ruled here, for an astrologer to make stock market forecasts based on his readings of the stars and planets.

But when he mixes in his own economic analysis of the way the market is behaving, it amounts to fraud.

The state supreme court permanently banned "Zolar," publisher of Zolar's Astrology Magazine, from trying to forecast the stock market on the basis of his own analysis of stock market reports.

"Zolar" agreed to refrain in the future, but contended he had committed no fraud. The action was brought by the state attorney general's office.

"Zolar," otherwise known as Bruce King, contends the movements of the stars and planets affect such stocks as General Motors, American Tel & Tel, United States Steel, and General Electric.

Mr. King said he went into the astrology business after going broke in 1932 as a securities broker in Los Angeles.

Squeeze Nips Youngstown Metal Firms

By George R. Reiss
Special to The Christian Science Monitor

Youngstown, Ohio

The once-thriving aluminum-working business in the Youngstown area, considered a hub of that business, is being trapped in a two-way squeeze.

A long-smoldering feud between the primary aluminum producers and the small aluminum-working firms has been brought into the open. The small firms charge that the primary producers are their suppliers, also their competitors.

Executives of some aluminum-working firms, declaring that they are being held to contracts by the primary producers to take certain quantities of aluminum billets monthly at certain prices, charge both the independent aluminum extruders and the big primary firms are cutting prices so low that they suffer big losses.

"So we can't lock up our plants, send our employees home, and take a long vacation until business gets better," said a local executive. "The stuff keeps coming in and we've got to pay for it and either use it now or hire storage space for it."

Boom in Youngstown

Youngstown once was considered a major aluminum-working district. It started in prewar days when a Youngstown firm began producing aluminum trim. During the war other aluminum firms supplied the aircraft industry. After the war, persons who had been trained in the prewar plant, went into the business, building new plants.

Youngstown engineering companies began building aluminum extruding presses which squeeze aluminum from billets into various shapes, just as one might squeeze toothpaste from a tube. Carl Gangloff, secretary of the Greater Youngstown Area Foundation, estimates there were about 75 aluminum-working firms, including the extruders and fabricators, who made a wide variety of products ranging from chairs, storm windows and doors, jalousies, ladders, TV antennae, decorative trim and other products.

Some of these have moved South, apparently attracted by lower wages and other advantages. One firm which opened after the war in a back-street garage was absorbed by a national firm for a price reported at 10 million dollars.

Huge Profits Reaped

Some aluminum producers made huge profits. It was a current joke that business was considered bad when a top aluminum executive cut himself down to one new Cadillac a year instead of two. However, high wages and increasing competition caught up with some firms.

One manager said that the current trouble started when aluminum became more plentiful recently. Some primary aluminum producers, which operate extruding plants on the side, invaded the Florida market, and began price cutting.

One aluminum extruding firm, Calex Corporation, and its sister company, Campbell Sash Works —the two are operated by four brothers—recently shut down for a week, bought airline tickets for the entire work force of over 50, and took them to Florida for a vacation at an exclusive Miami Beach hotel. It had done the same the year before.

"But this will be the last time for that," said Steve Stavich, president of Calex, "unless business gets a lot better and quickly."

Meany Sees Drive To Hamper Unions

By the Associated Press

Washington

George Meany, president of the AFL-CIO has expressed fear certain employer groups will seize on Senate Rackets Committee disclosures to urge legislation to "hamstring" labor unions.

Mr. Meany said the AFL-CIO will fight any such federal or state legislation but will support "any legislation necessary" to help run labor unions honestly and to safeguard union funds.

Mr. Meany spoke to some 2,500 delegates attending a March legislative conference of the AFL-CIO building and construction trades department.

"We're going to have a drive for legislation spurred by people who express a hypocritical concern for purity in organized labor," the AFL-CIO chief forecast. "They will use the hearings as a cover-up for legislation aimed at putting trade unions out of business.

Business Horizons

By Igor Oganesoff
Special Correspondent of The Christian Science Monitor

Tokyo

Until very recently, the mention of nuclear energy to most Japanese would evoke a disturbed look and a skeptical shake of the head. Memories of Hiroshima, Nagasaki, and the 1954 H-bomb dusting of Japanese fishermen off Bikini lay too near the surface.

Today, thanks to the spectacular progress made abroad in harnessing nuclear power for peaceful uses, this Japanese preoccupation with the destructive force of the atom rapidly is giving way to a growing interest in its application to Japan's industrial needs.

One of these needs is additional cheap electric power to keep pace with the soaring industrial and consumer demand. Hydroelectric power, dependent on rainfall, is highly erratic. Thermal power often requires the import of coal to supplement Japan's meager supplies, and oil which Japan does not produce. Despite new power plant construction, demand rapidly is outdistancing supply. Government officials feel that the only long-term solution lies in atomic power plants.

* * *

The Japanese are eager to build up their technical competence in this new field to the point where they can develop original research. However, their objective is broader than mere domestic requirements. Ultimately, export-conscious Japan hopes to build domestically designed power reactors to sell to less-advanced nations.

These considerations have led the Japanese Government to accelerate a program to develop atomic energy. The nation's budget for nuclear research has been nearly tripled from last year's 3.6 billion yen (10 million dollars) to 9 billion yen (25 million dollars) in 1957.

In June, Japan's first nuclear reactor, imported from the United States and installed by the Japan Atomic Energy Research Institute, will begin operation. This 50 kw. water boiler will serve experimental purposes. About a year later, another experimental reactor, an American CP-5, will be completed.

By late 1959, the institute hopes to have a completely Japan-designed and constructed reactor using natural uranium and heavy water. At about the same time, an American swimming-pool type reactor will be set up for university study.

* * *

Next will come the installation of a Calder Hall demonstration power reactor of 100,000-to-150,000 kilowatts, purchased from England. While no contract has been concluded, Japan is likely to place the order within the next several months. This unit, of course, will be the first to feed nuclear power into the electric power network for industrial and home use, presumably by 1962.

Finally, the current program calls for the construction of a Japanese-designed, breeder-type reactor for experimental use by 1963. Officials say that in view of Japan's shortage of atomic fuels, this reactor offers the most promise since it produces its own fuel. If their research proves successful, Japanese nuclear scientists hope to have a full-size, breeder-type power reactor completed 15 years from now.

All this is the government program. In addition, private industry is going ahead also with various research projects centering on electric power production but extending also to application of nuclear power to ocean-going tankers and freighters.

The next few years undoubtedly will see Japan straining mightily to catch up in a new branch of science previously known to this country only by its annihilative power.

Tractor Announced By Allis-Chalmers

By the Associated Press

Milwaukee

The Allis-Chalmers Manufacturing Company announced that it is bringing out a new low-line, high-crop clearance, three-plow tractor which it describes as a new concept in tractors.

This 4,000-pound tractor, to be known as Model D-14, was said by the company to have been designed to give farmers the conveniences of a low-profile unit, easy to get on and off, without any sacrifice of high clearance necessary for row-crop work. Cultivating clearance is as much as with high-wheel row-crop tractors.

The D-14 has a new power-control system, called the power director, which permits on-the-go shifting to high or low range, providing eight forward speeds. Power steering is optional. A new roll-shift front axle changes the spacing of the front wheels for row widths, meeting an increasing need due to great diversification of crops on individual farms.

The Business Day

Prices dipped in slow trading on the stock market early this afternoon. Leading issues showed losses from fractions to around a point, while a few selected stocks gained. This marked the third straight session in which there has been a trend toward the downside, though there was no particular selling pressure apparent. Lower output in the steel industry with prospects of a further drop, a new Middle-East crisis and mixed business reports were said to be contributors to the cautious attitude. Contrary to the trend, Chrysler and American Motors were in good demand. Prices on the American Stock Exchange were mixed in moderate trading.

Debate on proposed revision of the nation's banking laws has begun in a plan to streamline and clarify these laws—the first since 1935. Under a lengthy 251-page bill, changes would include stricter controls over bank mergers and over payment of dividends by national banks would be set up, as well as broadening loan powers of banks in business and construction fields. Cumulative voting by stockholders for bank directors would become permissive rather than mandatory, and national banks would be allowed to issue preferred stock under government supervision. Senator Robertson (D) of Virginia, chief sponsor of the bill, said it "is supported by an overwhelming majority of those in the banking and financial business field and I am convinced that its passage would serve the best interests of our nation and its citizens."

The 72-billion-dollar budget for fiscal 1958 is said to be "too big for the long-term best interests of the country" by W. Randolph Burgess, Undersecretary of the Treasury. He told the annual savings and mortgage division of the American Bankers Association that taxing the people in such amounts slows economic progress. Pressure groups urging expenditures on the federal government and defense spending are largely responsible for the ponderous size of the budget, he said. He further stated that the percentage of Americans associated with some pressure group of this sort would probably be "a shocking thing."

Financier Louis E. Wolfson and his wife were said by George Romney, president of American Motors, to have become probably the largest two stockholders in that firm. Mr. Wolfson said he and his family now own 350,000 of the 5,670,430 shares outstanding. He said he would make no attempt to gain control of the firm by a proxy fight, but would make "certain suggestions" which might "call for a trimming, paring, and pruning of certain unprofitable operations and possibly an expansion of others."

New Japanese Budget Tops $3-Billion Mark

By the Associated Press

Tokyo

The lower house of the Diet (Parliament) approved a proposed 1,137,400,000,000 yen ($3,160,000,000) 1957 national budget. Approval also is expected in the upper house well before April 1, start of the new fiscal year.

The budget is $286,000,000 higher than expenditures during the current fiscal year. It includes substantial cuts in personal taxes.

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Franklin Savings Bank	Apr. 1
Massachusetts Savings Bank	Apr. 1
Boston Penny Savings Bank	Apr. 10
Home Savings Bank	Apr. 10
Union Savings Bank	Apr. 10
Warren Institution for Savings	Apr. 10

Other Massachusetts Savings Banks

Beverly Savings Bank	Mar. 15
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Melrose Savings Bank	Mar. 15
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HOW A BELLHOP'S BONER HELPED ME EARN $15,000
By a Wall Street Journal Subscriber

One time on a business trip I got to the hotel late at night. The only room I could get was an expensive suite. Next morning the bellhop handed me a copy of The Wall Street Journal by mistake. "Some rich guy must have had this room," I said to myself.

Well, I looked at The Journal. For the first time in my life I began to understand why some men get ahead while others stay behind. I learned about the far-reaching changes taking place in America. I found out about new inventions, new industries and new ways of doing business that are helping ambitious men earn money. I sent $20 for a year's subscription to The Wall Street Journal and, believe me, it has paid off. Last year my income was $15,000.

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Fuller Brush Firm Sees Stirring Challenge in Next 50 Years

Patterns of Progress Keyed to Era of Peace

After setting forth his reflections on 50 years of successful merchandising through the direct selling method, Alfred C. Fuller, founder and chairman of the board of the Fuller Brush Company, gives his views on the outlook and opportunities ahead. This is the fourth and last of a series written in response to an invitation from The Christian Science Monitor.

By Alfred C. Fuller
Founder and Chairman of the Board, the Fuller Brush Company
Written for The Christian Science Monitor

Karsh

A. Howard Fuller
President of the Fuller Brush Company.

Hartford, Conn.

I have said that accomplishments of the past are of value only to the extent that they prepare us for the future. This realization occurred to me many years ago, perhaps first when I recruited the second Fuller Brush Man. It was because I knew from my own experience that my brushes would sell that I was able to convince other men to join me in the business.

Is it over-simplification to apply the same reasoning to tomorrow? I think not. The last 50 years have seen the Fuller Brush Company and many others come into being, prosper and grow. The years have brought all kinds of influences to bear . . . years of plenty and years of scarcity; confident times and times of fear. But through them all there has been a single positive undercurrent of progress. What had been learned yesterday was put to work to make today better for the experience, and today's experience in turn guided us to the solutions for tomorrow's problems.

Distances Shrink

At no point in the past was I ever concerned for the opportunity of the future. I am not concerned today.

A very gratifying reward of success is confidence. Confidence has a wonderful capacity to sow itself; and being sown, to flourish. It may be felt that my condence is a rationalized fact, born of the security which it is my good fortune to have attained. I think otherwise. The confidence I feel comes from recognition of the elements themselves.

Business never had better circumstances in which to flourish than it has now. Our own rapidly expanding economy is still far from saturating a more rapidly growing consuming public. Add to this the shrinking distances in the world, the improving communications, the growing awareness of peoples in darker places than ours that better things are possible for them.

It has been a fairly recent opportunity of mine to travel the various countries of our South and Central American neighbors and the isles of the Caribbean. A few years ago I enjoyed a trip throughout the vast reaches of Africa and into the Arab lands of the Mediterranean. To see these places and to talk with these people is to know surely that there is ample room for us and for them to prosper beyond our wildest dreams in the years to come.

Opportunities Beckon

Progress has a bountiful pattern for making obsolete the past. The wonders of this day—the plastics, nuclear power, the searching mind itself—will just as certainly lead to bigger and better things for our children as electricity, the internal combustion engine, and the searching mind of man in our lifetime have led to bigger and better things for us.

And the future is not all to be measured in material wealth. Peace is bound to become the established manner of man. What unimagined advances in the arts, the sciences, in philosophy will be unfolded in the years to come! How much good remains to be done right here in our own land of plenty and how much more in the less developed areas of the world. A tremendous wealth in opportunity abounds everywhere.

Many millions of people in the world have yet to learn even the rudiments of modern living. There are tremendous resources for good in nature still to be tapped. Natural science is only on the threshold of its ultimate, despite the magnificent advances it already has made. Education, learning, and the arts—all too few of the world's people are yet granted the opportunities to taste of these in anything like adequate amounts.

With all that has been done there remains an infinitely greater job to do. The more the people; the more the ideas. It is a practically perpetual cycle.

Initiative Demanded

Despite the encumbrances that today's laws impose on individuality, every bit of opportunity exists today that existed at the beginning of the century. It is no more difficult, and it is no easier to start a business today than it was 50 years ago. It requires the same amount of personal initiative, the same daring, the same devotion to plain and simple hard work. Perhaps this kind of ingredient presents the problem.

Security is the general goal of today's thinking. Undoubtedly born of the vagaries of the past—the depressions, the poverty, the circumstances of the strong dictating to the weak—security seems to have lulled many of our millions into a state of lethargy. They prefer the certainty of mediocrity to the uncertainty of exploration. They prefer the company of the herd to the lonesomeness of individuality. They overbuy the strength of unity to the exclusion of freedom and liberty.

But, as they have in every age, men of spirit emerge from the group to lead and to chart new courses. They are men of vision who temper their vision with the twin virtues of good sense and hard work. They are free men who mortgage their personal security for accomplishment, who exchange the relaxation of mediocrity for the exhilaration of contributing to the greater good.

Emphasis on Tomorrow

Fortunately for mankind today and tomorrow, these men of spirit abound in every society, in every calling, and in ever-increasing numbers. The extensions of opportunity to learn in our growing numbers of schools are encouraging the development of men of spirit. Introductions of the newer visual and audio aids to education cover more ground and do it better than the older forms of pedagogy. Mass communications continue the educational process over longer periods of time to greater numbers of people.

Opportunity is far from finished. It has hardly begun.

These, then are some of my reflections on 50 years in business. It is impossible to cover all of my thoughts in such random writings, but I seriously want to convey a basic one.

As we at Fuller approached our 50th anniversary last year, we drew up some rather elaborate plans for celebrating the occasion. They were good plans, replete with all sorts of means to capitalize on the accomplishments. Reviewing them, however, we felt that altogether too much emphasis was being placed on what had happened. Of far greater importance is the future and how we intend to pursue it. Conseouently, our observance of the milestone was modest. The next 50 years will be the really interesting Fuller years.

Industry • Finance

West Germans Fight Price Rise

By J. Emlyn Williams
Staff Correspondent of The Christian Science Monitor

Bonn, Germany

The West German Federal Government intends to maintain stable prices even if this demands the use of "brute force," according to Prof. Ludwig Erhard, Minister for Economic Affairs, who nowadays is making many outspoken comments on the necessity for checking promptly developments which could threaten the continuance of the present prosperity.

Such a statement naturally sounds strange in view of West Germany's economic strength and the stability of its currency, which for all practical purposes is convertible. And, it should be added at once, this is not a question of any serious collapse, simply a warning against possible creeping inflation.

Moderation Urged

The press has referred to increased prices of many essential commodities during the past few months. But things came to a head with the present apprehension that the price of bread is likely to be increased by two to three pfennigs per kilogram. This causes even more than ordinary concern to the government since federal elections are due next September and the issue can play a part in the election campaign.

Professor Erhard strongly urged both employers and employed to exercise moderation. If not, then he threatens to adopt stronger measures to check the inflationary trend. What measures these will be is still undivulged. Some press comments (not the opposition alone) are demanding more than "platonic statements." Presumably Professor Erhard's measures will include credit restrictions, elimination of customs barriers to increase imports of special goods and so on.

Wage-Price Spiral

In the case of bread, one possibility is to grant further flour subsidies. This subsidy now amounts to 45,000,000 marks (over $1,000,000) annually. The government could also increase imports of grain and drastically reduce customs duties. Since, writes the Stuttgarter Nachrichten, agricultural receives for 1957, under the so-called Green plan, some 2,600,000,000 marks from the public, the latter is entitled to expect stable food prices.

How to check the so-called wage-price spiral is, however, the main problem. Professor Erhard appealed March 11 in Hamburg to both the trade unions and the employers' associations to act moderately in matters of wages and prices. This is likely to be harder than hitherto in the case of the trade unions. They are determined to obtain for workers a greater share in the profits of industry than hitherto. In fact the three months' strike of metalworkers in Schleswig-Holstein, which ended a few weeks ago, is seen by many observers as ending a truce between management and labor in industry.

The average Ruhr steel worker today earns about $35 a week, from which some 14 per cent is deducted for social security, and so on. This does not leave him much for luxuries when one remembers present costs—for example, coffee costs about $4 a pound, etc.

Social Democrat opposition spokesmen criticize the government's price policy and hold Minister Erhard responsible for the rise in living costs of about 14 per cent since 1950. But both government opposition parties are largely responsible for this scare about rising prices.

Politics Enters

During the past few months political considerations have largely influenced economic issues. To gain popular favor, one party has supported increases in grants from public funds for various sections of the community such as old-age pensioners, etc.

The other party, even though realizing the consequences are harmful to the national economy, accepts them rather than risk losing election votes. Much could be avoided if German politicians were less generous with national funds.

The federal budget for 1956-1957, according to reports here, are likely to show a heavy deficit due to larger government allocations. The currency must face monthly increases in purchasing power of about 600,000,000 marks monthly through increased pensions, and so on.

Hydraulic Dredge Cultivates and Harvests Oysters at Eureka, Calif.

Oyster Farm

Pacific Firm Tills Sea Bed

By Jessie Ash Arndt
Woman's Editor of The Christian Science Monitor

South Bend, Wash.

Oysters are a crop out here, seeded with spat (baby oysters) from Japan, cultivated, sometimes transplanted by waterborne machinery, and then harvested and shipped fresh, frozen, or canned throughout the country.

A substantial increase in oyster production on this coast is forecast for this year, with a peak yield within the next five years. Much of this increase will come from the plantings in Humboldt Bay, Eureka, Calif., by the Coast Oyster Company with headquarters here. Verne Hayes, Coast Oyster president, was in Japan in January buying seed for Humboldt Bay and Willapa Harbor here. He makes such trips several times a year.

Coast Oyster, which in 1956 produced more than half a million gallons of oysters, and is one of the largest producers in the country, is only 11 years old. Mr. Hayes, whose family was in the oyster business in Bay City, Ore., decided to strike out for himself when he was still in his 20's. He located at South Bend, Wash., and began buying and selling fresh oysters. Then he started his own oyster-opening house.

In 1946 the Coast Oyster Company was established and the consolidation of small companies into this large operation has continued since. Members of the company credit Mr. Hayes with the vision and ability which have been responsible for the remarkable growth of the business.

The company holds exclusive rights to a dredge invented by Rupert H. Bailey of Seattle and put in operation in Willapa Harbor two years ago. This facilitates the transplanting of yearling oysters from the original planting grounds to the fattening grounds, which, of course, are at a premium, breaking the are at a premium. Breaking the as it does, this dredge effects an important saving in labor costs.

Growth Laid to Grounds

It also is used to harvest the oysters and performs both operations more efficiently with less damage to the oysters than was possible by former methods. A second dredge of this type has recently been completed at Eureka at a cost of $70,000. The second dredge has been in operation about five months.

Seed planted in April, 1955, in Eureka—a new oyster bed but one which was proven as a favorable location before the planting—developed to market size in a year. The crop was being processed through the new cannery at Eureka in the spring of 1956.

This phenomenal growth was laid to the fact that the grounds were new and also that the food provided by the movement of the water was just right. Usually 3 to 3½ years are required for the growth of an oyster to marketable size.

In addition to the rapid success of the Eureka grounds, Coast Oyster had a spawning last season in Willapa Harbor such as occurs only once in about 20 years. Conditions were just right, the water temperature warm enough, so that the 40,000 lines the company had out, with about 80 shells to the line, had about 1,200 oyster spat to the shell. The spat floats around for about ten days and then settles on the shell where it remains for the rest of its existence.

Big Yield Promised

The shells were loaded onto 30 trucks and trailers and hauled like cord wood to Eureka, arriving there in 24 hours, before they dried out. Out of the close to three billion spat there is probably one to 2 per cent survival of the baby oysters; but this small percentage promises a tremendous yield. These oysters are now growing in the beds at Eureka.

When the seed is brought from Japan, it is carried on the decks of ships and must be watered with sea water twice daily to keep it from drying out.

Many families in the oyster business in Japan are now dependent on the market Pacific Coast growers provide. Coast Oyster Company which has close to 250,000 acres of oyster beds, brought about 38,000 cases of spat last year, and the Pacific Coast Oyster Growers' Association which includes about 50 growers in Washington as well as a few in Canada, Oregon, and California, bought 42,000 cases for the seeding of their grounds.

The independent growers sell fresh oysters. Packers beside Coast Oyster Company are Weigardt Brothers of Nahcotta, Wash., Bendiksen Company, of Ocean Park, Wash., which cans oysters, and the Hilton Seafoods Company, of Seattle which processes canned oyster stew.

Marginal Lands "Farmed"

Forty per cent of Coast Oyster Company's production goes to British Columbia Packers, Ltd., one of the largest salmon packers in North America. The firm added oysters in 1956. The rest of the production goes to Van Camp Seafood Company and is packed under the Willa Point and Chicken of the Sea label. A plastic top for the cans of fresh oysters is a recent innovation, replacing the heavier and breakable glass bottles in which they were formerly packed.

Coast has two shucking or opening plants on Puget Sound, two at Gray's Harbor, Wash., two at Wilalpa Harbor, one at Drake's Estera north of San Francisco, and a cannery at Willapa Harbor as well as at Eureka.

The company is planting seed to produce in excess of a million gallons a year and must stay three years ahead of sales. Marginal lands, formerly held simply to protect the oyster beds from encroachment, now are used for planting because of the comparative ease with which the young oysters may be transplanted to fattening grounds by the hydraulic dredge. This forces down a jet of water at an angle which lifts the shells and breaks them apart as they are carried on a conveyor to the barge. The barge takes them to the new location.

The shell clusters must be broken and spread either with the dredge or by hand at low tide, otherwise many oysters are crowded and lost just as are young plants where they are too thickly planted. Oyster beds are located 10 minutes' to an hour's distance from shore. The oyster must be where the shell will not sink into the mud; where the oyster is not exposed during low tide so that it would be cooked by the sun in summer; where winter storm's will not wash it away; and in land where food is brought in by the movement of the water.

In addition to Mr. Hayes, whose home is in Aberdeen, Wash., officers of the Coast Oyster Company are Ward C. Kumm, of Seattle, vice-president, and Dori Halldorson, of South Bend, secretary and treasurer. Van Camps Seafoods Company and British Columbia Packers, Ltd., are stockholders in the company.

U.S. Set to Unload General Aniline

A Window on Wall Street

By Vartanig G. Vartan
Special Correspondent of The Christian Science Monitor

New York

General Aniline & Film Corporation, the biggest foreign firm seized by the United States during World War II, finally is going up for sale.

The Justice Department, through its Office of Alien Property, will open bids on May 15 in Washington for this huge chemical and dyestuff maker with assets totaling $160,000,000.

On the selling block goes 75 per cent of the company's no-par common A stock and $1 par value common B shares. The successful bidder must take all this stock in a single package.

Attorney General Herbert Brownell, Jr., has stipulated that the offering is open only to American citizens. Such a step, he explained, "is to assure the continued operation of this important business by private American enterprise."

Back in 1942 the United States took over 97 per cent of General Aniline under the Trading With the Enemy Act.

Out of a total of some $500,000,000 worth of foreign properties seized by the United States during the war, only a handful remains in government hands. The sale of General Aniline to the highest bidder has been stalled by almost a decade of lawsuits.

Control Disputed

The government seized General Aniline's stock on grounds that the concern was controlled by the enemy. Interhandel Corporation, a Swiss holding company formerly known as I. G. Chemie, has sought since 1948 to win back control of General Aniline.

However, the United States has held that Interhandel was only a front for the I. G. Farben cartel, the foremost German producer of chemical and allied products.

A federal district court dismissed the Interhandel claim in 1955 and the Supreme Court later refused to review the ruling. But earlier this year, Interhandel, contending it is entitled to recover the seized assets, again sought court action for its claim.

The legal moves even have reached diplomatic levels. The State Department in January turned down Switzerland's request that the General Aniline case be submitted to international arbitration.

Just where does General Aniline today fit into the American chemical picture? It ranks as a leading producer of coal tar dyes and intermediates. Its Ansco Division ranks second only to Eastman Kodak as a maker of photographic equipment.

Income Climbs

Moreover, General Aniline owns around 3,200 patents. Its output of chemicals includes detergents, tanning agents, and mildew preventatives. Another division makes sensitizing paper and cellulose acetate films, as well as printing machines.

General Aniline's latest financial report, covering the first 10 months of 1956, shows that sales rose to $108,000,000 from the 1955 period $100,000,000. At the same time, net income climbed to the $4,000,000 mark from $3,400,000.

The United States Government, which has supervised the operation of General Aniline since 1942, is anxious to turn the company back to private ownership. This is the approach it has taken to other foreign firms seized in wartime.

For example, in 1952, common stock of Schering Corporation was sold in the interests of the United States to a banking group for $29,000,000. This sale also was subject to restrictions which limited future ownership to qualified American nationals.

In mid-1956 the government disposed of its remaining 8 per cent interest in Rohm & Haas Company, another chemical producer. It received $34,400,000 from an underwriting syndicate which paid $428.25 a share and then offered the stock to the public at $440 per share.

Expansion Expected

The return of General Aniline's control to private industry could signal a period of greater expansion for the company and increased sales of its products. Even so, the firm's net worth has tripled during its 15 years under United States control.

In preparing to offer the General Aniline stock for bidding, the Justice Department followed the customary channel of filing a registration statement with the Securities and Exchange Commission and giving out a prospectus of the stock it plans to sell.

Specifically, the offering covers 426,988 shares of the 540,894 common A shares and 1,537,500 of the 2,050,000 common B shares held by the government.

The government is holding back 25 per cent of its stock in order to meet the claims of individual shareholders in the chemical company.

(An estimated 52,000 shares of General Aniline stock currently are held by the public.)

Shareholders Sue

At the same time, suits have been filed by 2,500 individual stockholders of Interhandel. These shareholders, claiming they were not enemies of the United States during the war, seek a proportionate part of the stock now held by the United States.

Who will be the successful buyer in the competitive bidding for 75 per cent of General Aniline's stock? The purchaser still remains to be selected, of course. But if the pattern of alien property sales holds true, it can be expected that a syndicate of underwriters will buy the stock for reoffering to the American public.

Trinidad's Original Name

Trinidad, an island off the coast of Venezuela, was first named Iere, "Land of the Hummingbird." It was discovered by Columbus in 1498.

Diversity Benefits Reaped by Jobber

By Phil Elderkin
Staff Correspondent of The Christian Science Monitor

Worcester, Mass.

One of the things management wrestles with almost constantly these days is whether to make it or buy it. However, the right answer is not only extremely important to business, intent on holding costs down, but also to the thousands of job shops in the United States.

When manufacturers decide to buy parts from outside suppliers, the job shop thrives. When it doesn't—well, the answer is pretty obvious and the job shop falls on hard times. In short, a jobber has no control over his market and is constantly operating under the possibility that his best customer suddenly may decide to make his own parts.

Machinery Cost Factor

Actually, there probably aren't more than a handful of good reasons why a manufacturer goes outside his own company for certain parts. Usually it's because he can buy the part cheaper than he can make it. But he may also go outside to get the benefit of a supplier's specialized facilities, because of a lack of plant space, or to take care of sudden market demands.

The latter is especially true during boom times, when new machinery not only costs more but is also more difficult to get. Most manufacturers would rather make use of a jobber's machinery, probably already paid for or at least partly written off, than to buy new equipment at peak prices. The point is that whichever way management decides to turn, the job shop is affected.

Fresh Deal Pursued

Business Week summed up the situation rather neatly a couple of years ago, using the Worcester Pressed Steel Company of Worcester, Mass., as an example. It seems that Westinghouse had bought stamped steel tops from Presteel for nearly 25 years. These tops were shipped over the road to Westinghouse's Springfield, Mass., plant, which makes drinking fountains and stamps out parts for other products similar to those made at Presteel.

It was a neat arrangement all around and was worth roughly $100,000 a year to the Worcester firm. Suddenly Westinghouse decided to shift some of its Springfield production to Columbus, Ohio, (actually it gave Presteel about four months' notice) leaving a vast number of idle presses behind. Eventually Westinghouse put these machines to work on items previously made at Presteel, gradually forcing the Worcester concern out of the picture.

It was the kind of thing that had happened to Presteel before and would probably happen again. Presteel didn't panic, it was too experienced for that, but it did start looking for a way to protect itself. Maybe solution is a better word. At any rate, when it did decide what to do, it not only moved swiftly but boldly.

Presteel went out and bought the HiPac Corporation of Hillside, N.J. (hired its top brass) and moved the business to Worcester. HiPac makes small, high-pressure gas cylinders and release mechanisms, similar to those used to inflate rubber rescue crafts and the like. It was the case of an old company buying out a very new one.

According to Presteel's sales manager, John E. King, it took about three years of hard plugging to pump enough new ideas and know-how into HiPac to make it a going concern. But a year ago Presteel's HiPac division accounted for 25 per cent of the firm's total business. There is every indication that HiPac will grab off an even greater percentage in 1957.

Several lush government contracts practically assure HiPac a place in the business sun well into 1958, according to Mr. King, and there is comparatively little around in the way of competition. Yet Presteel still thinks of itself as a job shop and probably always will.

Carter C. Higgins, the firm's president, regards the purchase of HiPac as one of the best moves his company has ever made. Currently Presteel is negotiating for the purchase of another young firm, although Mr. Higgins isn't ready to announce anything just yet. "We're still in the paper stage," he said.

However, both Messrs. Higgins and King feel that to survive the job shop must diversify into other fields in order to gain economic protection in hard times. Normally Presteel employs about 300, although during World War II the firm reached a manpower peak of roughly 900.

From here it looks as though Presteel has made its point—that the jobber, properly diversified and with an alert sales staff, isn't in such a bad spot after all.

Adult Schooling Popular

More than 5 million persons are attending adult-education classes in West Germany this year.

Income Tax 'Do's' Assist Tabulators

The Ides of March serve as a reminder that there's just one month left in which to file federal income tax returns. The deadline is April 15, 1957.

Here are a few do's which will help both you and the Internal Revenue folks who have to examine returns:

1. Be sure to enclose W-2 forms with your return.

2. Be sure to sign your return.

3. If it's a joint return, be sure that both you and your wife (or husband) sign it.

4. Be sure the wages you report are in agreement with the amounts shown on your W-2 forms.

5. Check your arithmetic.

6. If you don't type your returns, watch that your handwriting is legible.

These do's may seem so obvious as to need no repeating. Yet it is neglect in watching these points that gives the Internal Revenue Service the most trouble, especially with regard to refunds.

"All of these things," Frank J. Cavanagh, District Director of the Internal Revenue Service at Boston, pointed out, "challenge the accuracy of the reports, and the service won't make any refunds until they have been verified."

And here's a final don't: Don't wait until the last minute to file your return. Take time to do it carefully.

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WALLACE M. KEMP, Treasurer
March 13, 1957

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March 13, 1957
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The Trustees have declared a quarterly dividend of $1.12½ per share on the 4½% CUMULATIVE CONVERTIBLE PREFERRED SHARES of the Association payable April 1, 1957, and a regular quarterly dividend of twenty-five cents (25¢) per share on the COMMON SHARES of the Association payable April 15, 1957. Both dividends are payable to shareholders of record at the close of business March 28, 1957.
H. C. MOORE, JR., Treasurer
March 14, 1957

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Fuller Brush Progress Keyed to Energetic Direct-Selling Dealers

Home Display Puts Buyer at Ease

In the third article of a series on the Fuller Brush Company, written at the request of The Christian Science Monitor, Alfred C. Fuller, founder and chairman of the board, describes the role which the dealer has played in the company's successful development of direct selling.

By Alfred C. Fuller
Founder and Chairman of the Board of the Fuller Brush Company
Written for The Christian Science Monitor

Hartford, Conn.

Among all of the pleasures of reminiscing on 50 and more years of business, I think there is no more gratifying accomplishment I can point to than the parallel accomplishment of the Fuller Brush dealer. If the company has come far, he has come farther. If we in the management of the business should be honored for building strong, the Fuller Brush man should be doubly so honored for having taken such avid and energetic advantages of good opportunity.

It is actually the Fuller dealers, thousands upon thousands of them through the years, who have made the greatest contribution to our success. It is they who have actually made the calls and caused the results. It is they who have demonstrated the significant opportunity direct selling offers any and every qualified man to take his place in the business life of the nation. It is they who have shown the determination and the individuality to make selling a personal and positive contribution to a better world.

Selling is essential to our expanding economy. Only selling can possibly consume the tremendously increasing productivity of our industrial complex. Only selling can convince the millions of consumers to use more, to raise their standards of living, to make markets for the world's manifold fruits . . . yesterday, today, and tomorrow.

New Items Offered

Back in the beginning of the Fuller Brush man's career, the usual outlet for consumer merchandise was the small town's general store or the big city's emporium. Here the merchandise was almost hidden from the customer's eye. It was neatly shelved or discreetly displayed. The manager of the store based his buying judgment on what his customers had bought in the past. The storekeeper felt no urge to introduce new kinds of items because he had no reason to believe he could sell them.

The direct seller, however, based his business not on competing with his town's shopkeeper, but rather by selling the people of his community new and different merchandise than that offered in the store. The people on whom I myself called in the early days of this business generally had no idea that a brush could be made in so many fashions to do so many things better. The key to my selling success was not a good, rounded stock of staple items; it was a varied and new assortment of different items that had to be demonstrated to be sold.

Demonstration makes the difference. It provides the personality of the sale. It puts the product and its benefits graphically before the buyer . . . right in her hand, as a matter of fact . . . at a time when her attention is shared with no other preoccupation.

There is another unique contribution the direct seller makes to the basic sale. The store strives by every means to build traffic into its place of business where the display can be seen and the atmosphere of the sale can be established. Direct selling is traffic in reverse.

The Fuller dealer goes to the people and brings his wares to them. This adds comfort and convenience to the other benefits or direct selling, but it adds more than that. It adds the positive factor of aggressiveness, the very kind of element that has opened the prairies to man's greater good; the kind of spirit that carved free people a home in the wilderness that was America a comparatively short time ago.

Attainments on Record

If I cast the Fuller dealer and his fellow direct sellers in a dramatic role, perhaps I will be excused for my enthusiasm. But to have experienced his growth in stature so intimately is to credit him with signal accomplishment. His attainments are a matter of record.

It is estimated that his efforts last year accounted for some two billions of dollars of business. Significant for those who might consider this an encroachment on the nation's retailers is the fact that this is only about 2 per cent of the total retailing volume. And more significant still is the additional fact that very much of this two billions of dollars consists of business the retailer would not have gotten anyhow.

Indeed, though direct selling is largely responsible for having built the broad modern demand for brushes, vacuum cleaners, fine hosiery, cosmetics, safety razors, and encyclopedias—to name but a few—stores today sell far more of these items than do all the direct selling companies combined.

We do not raid the market; we build it!

Since I know him so well, I honor the Fuller dealer particularly for the contributions he has made and is still making to American business. I have known him through the years as the strong kind of individual that makes the most out of the opportunity offered him.

Strong Character

His is the kind of character that marks a man with respect. In an age that encourages the herd instincts in man he goes his own way to meet the challenge alone. In an era that unhappily entices man to secure mediocrity, he dares to establish himself as his own boss in his own business with far greater security of his own making.

He builds his home and raises his family; he takes his part in community affairs as other men do. But is able to do it better and contribute much more to the greater good because he adds responsibility to the normal accomplishments. He can stand on his own feet. He learns that one benefits in direct proportion to his investment. The harder he works, the better his reward should be; the more positive and constructive his thinking, the more and better his benefit.

The Fuller dealer is not the insistent extrovert the cartoonist is so generous to draw. He is as often retiring and shy as he is self-confident and outgoing. He is more often serious and dedicated than he is carefree and superficial.

If the Fuller dealer is frequently caricatured on stage and screen and printed page, it is in the spirit that Uncle Sam is caricatured. He has become a symbol of something good, of something familiar and hopeful, of something we all recognize as desirable.

It was this general idea that Fred Allen once put across in his inimitable manner on coast-to-coast radio when he said, "Fulton gave us the steamboat; Marconi gave us the wireless; and Fuller gave us the brush!"

Mr. Allen was not talking about me. He was referring to his local Fuller Brush dealer.

Frederick Bradley
Millions of Fuller's Handy Brushes Come Off This Machine

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If you are in the middle or upper tax bracket, we believe you should carefully consider tax-exempt bonds. They now offer you the opportunity to acquire tax-free income at the most attractive level in years.

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'Pennsy' to Run On Daylight Time

By the Associated Press

Philadelphia

Daylight saving time has toppled one more citadel of resistance: The Pennsylvania Railroad announced that it will put its entire passenger system on the "fast" time this spring on a one-year trial basis.

Interstate public transportation has long resisted the annual change-over to daylight time, which involves setting clocks ahead one hour.

J. Benton Jones, vice-president in charge of passenger sales and services, in announcing the PRR's decision to follow the trend of the times, declared:

"With widespread use of daylight time from spring until fall in the area we serve, we have decided to adopt this as our basic time in the 1957 season."

Synthetic Fibers Multiply Rapidly

By Henry Lesesne
Special Correspondent of The Christian Science Monitor

Charlotte, N. C.

Productive capacity for the non-cellulosic fibers is not only growing at a fantastic rate, but the number and categories of such fibers multiply rapidly—so much so, in fact, that before the public scarcely becomes familiar with existing ones, there are others on the horizon, or even being readied for big-scale production.

Chemical fiber plan construction, representing a very large capital investment, is the one big growth area in the whole textile and textile-related picture. The major part of the expansion in production facilities involves the ever-increasing family of acrylics and the nylons.

It was du Pont's nylon which started the parade of non-cellulosic fibers. Nylon marked the beginning, in fact, of an era when the chemists ceased trying to imitate a cocoon. "Artificial silk," as rayon was known in the beginning, wasn't a synthetic in the strict sense, since it has at natural cellulose base.

Synthetic Proteins

Into the non-cellulosics category fall all kinds of chemical or man-made fibers—nylons, the acrylics, sarans, glass fibers, polyesters, polyethyenes, and the like. And now there's B. F. Goodrich Chemical Company's new experiment fiber, Darlan, which has a dinitrile base.

Still in a relatively early research stage is a new family of chemical fibers, intriguing and potentially important—synthetic protein fibers, formed from long chains of animo acids. Only one of the new postwar fibers of any consequence made in part from a natural protein is Virginia-Carolina Chemical Company's Vicara. It is produced from zein, a protein of corn.

Several large companies now are reported to be interested in research to develop fibers from synthetic proteins.

Authorities in the chemical fiber field such as Dr. Frank J. Soday, head of the research division of Chemstrand Corporation, foresee noncellulosic fiber output spiraling to at least four billion pounds a year probably before 1975. Presently it is about 400 million pounds annually.

Huge Plant Rises

These fibers are not developed or put into commercial production hastily. For instance, American Cyanamid Company is building a huge plant near Pensacola, Fla., expected to be ready in mid-1958, for full-scale commercial production of its acrylic fiber, Creslan.

But 10 years of research and pilot plant development preceded that step.

After five years of research Dow Chemical Company has recently perfected a man-made fiber it has named Zefran and which it plans to manufacture at a large plant to be built near Lee Hall, Va., on the James River. A company spokesman says the new synthetic can best be described as being in the category of a nitrile alloy.

It took seven years' effort of studying "giant" molecules — structures of tiny organic molecules linked end to end to form what the chemists call polymers —to provide even the chemical foundation of nylon.

An investment of 27 million dollars and the cumulative efforts of some 230 chemists and engineers were represented in the first commercial production of nylon at Seaford, Del., in 1939.

Nylon is generally thought of as being the first synthetic. It was — from the standpoint of commercial availability or introduction. In its basic chemistry, however, another du Pont noncellulosic fiber, Dacron, is actually older.

Dacron is classed as a polyester fiber rather than an acrylic and is made from a polymer of ethylene glycol and terephthalic acid. It is an outgrowth of the research of du Pont's Dr. Wallace Carothers, who worked on polyesters before he turned his attention to polyamides and the ultimate discovery of nylon.

Commercial production of Dacron, first produced experimentally under the name of Fiber V, did not start until 1953, at a big plant near Kinston, N.C.

To the family of acrylic fibers, whose base is the amazingly versatile petrochemical known as acrylonitrile, belong du Pont's Orlon, Chemstrand's Acrilan, Union Carbide and Carbon's Dynel, and Cyanamid's Creslan.

Presently du Pont is building at Waynesboro, Va., a new plant, scheduled for completion late in 1957, to produce Orlon staple and tow. Rated at 40 million pounds annually, it will bring total capacity for Orlon staple and tow to above 100 million pounds a year. Du Pont's first plant for Orlon staple went into production at Camden, S.C., in mid-1952.

Experiments Pushed

Researchers constantly are experimenting with procedures designed to change the physical and chemical characteristics of acrylic and vinyl fibers. And nylon, the first non-cellulosic fiber, has become something of a generic term.

Since its first commercial nylon yarn was spun, du Pont has increased its nylon production many times over and now is building another huge nylon plant at Richmond, Va. A few years ago it licensed both Chemstrand and American Enka Company to manufacture it.

Chemstrand is doubling capacity of its nylon facilities built at Pensacola, Fla., a few years ago, and the new plant addition makes it the largest nylon manufacturing unit in the world. American Enka, a major producer of high-tenacity rayon yarns, is in the midst of building large-scale nylon production facilities near Enka, N.C.

Allied Chemical & Dye Corporation, with large facilities in Virginia, has introduced in the last two years a number of Caprolan nylon heavy yarns under processes developed independently by its own research.

Capacity Increases

Worldwide there is a comparable rise in non-cellulosic fiber capacity. Incidentally, Chemstrand, Ltd., wholly owned subsidiary of Chemstrand Corporation of Decatur, Ala., is building at Coleraine in Northern Ireland a plant for making its Acrilan that will cost 10 million dollars in the first phase of construction.

Virtually all United States chemical fiber production is in the Southeast, a region which also accounts for about 80 per cent of the nation's cotton textile production and about the same proportion of rayon and acetate textile output.

The primary reason for this, other than proximity to the textile mills, is that acrylonitrile, base of the acrylics, and adipic acid, used in making nylon, both come mainly from the fastest growing chemical empire in the world along the Texas-Louisiana coasts.

Industry • Finance

Church Construction Up

By Religious News Service

Washington

Church construction set a February record of $65,000,000, the Departments of Commerce and Labor reported. This was an increase of $10,000,000 over the February, 1956, figure. In the first two months of 1957 church construction ran 18 per cent ahead of the same period last year when an all-time high was established.

European Market: What About Cotton?

By Philip Whitcomb
Special Correspondent of The Christian Science Monitor

Frankfurt

The pure white light of the New Europe is inevitably—and usefully—being broken by the prism of practicality into as many separate colors as there are separate industries.

The thousand officials and economists who have been studying Euro-market plans and free trade areas during the last few years sometimes feel that the prism of application is even producing as many colors as there are separate companies affected. To make the point clear, a specific example must be taken; available here in Frankfurt is that of the German cotton industry's federation.

Germany, being one of the six nations, will find itself within the new Euromarket customs wall as soon as treaties have been signed and ratified and the 12- or 15-year process of integration is under way.

The first question the German cotton industries ask themselves is in fact the same as that being asked by all other Euromarket industries which must import their raw materials from outside. Will the new wall make cotton cost more, make buying terms more difficult, or make it harder to get exactly the grade and kind needed?

Import Duties?

In theory, an import duty might be placed on all cotton coming into Euromarket because one member, Italy, does at present collect a duty on imported raw cotton. Fortunately the conception of increasing freedom, inherent in the Euromarket idea, seems certain to triumph on this point. The Euromarket wall will probably offer no barrier to incoming raw cotton.

A second possibility springs from the new principle that relations between Euromarket members and their overseas areas are to be favored. For example, France has been attempting, particularly during and since the blockade of 1940-1944 to develop its own African source of cotton. It might conceivably ask that Euromarket preference be given to raw cotton from member nations' overseas areas. So far it has not done so. If the request is made, it will come from government economists, and not from the French cotton trade itself, but the possibility exists.

Nor have the Belgians asked for any such preferences. Belgium, in spite of its Congo interests, supports the German cotton trade in opposition to any such regulation. German cotton men, in particular, demand the right to buy any cotton from anywhere without any restriction.

The figures of Germany's cotton imports during the last two years show how such freedom would give full play to supply and demand, producing a situation utterly unlike the canalized flow sought by the planners.

U.S. Policy Hit

United States sales of raw cotton to Germany in the 12-month season from August, 1955, to July, 1956, totaled 91,000 bales. This was a period in which United States export controls made it difficult for Germans to get exactly what they wanted, and during which the uncertainty as to future United States price policy made buyers more than cautious.

But when the United States price policy became known German sales rose again. During the six months of the following season from August, 1956, to January, 1957, Germany bought United States cotton at the rate of more than 800,000 bales a year.

The German cotton trade in general has had a low opinion of the United States Government policy of paying the farmer more or less similarly for all kinds and grades of cotton. The German buyer prefers that the grower be influenced by the needs and price offers of the actual user.

The fact that complete freedom on the German side in the buying of raw cotton, and increased freedom on the United States side in its export, has brought the United States share of Germany's world purchases up to 72 per cent, close to the prewar 80 per cent, is cited by German cotton men as proof of the advantages of absolutely free trade in raw cotton—though countries which have failed to sell raw cotton to Germany in the last six months may not fully agree.

Yet all countries gain in the end, according to the Germans. A textile industry free to choose kind and grade, and to negotiate for price, will become stronger and will therefore buy more raw cotton from all over the world. And growers who are obliged to meet the needs of the textile mill, rather than the program of some local economist, will in the end do far more business.

Easier Market

Sales constitute the other side of the cotton problem. The cotton mills of each of the six nations will have an open and easier market in all the other five. But will their competitive power in world markets diminish in proportion? On this point the opinion of German cotton mill men is definite.

Within the six nations, no one will be crushed; all will gain, they say. Some inefficient mills may be converted to other purposes. Most of those which remain will begin to concentrate on what they do best, so that instead of a large number of mills each offering too many lines, the Euromarket textile producers will consist of mills each of which will become unbeatable in its own specialty. Thus, the entire array, like a sort of textile orchestra, will provide a complete line of products enabling it to satisfy home users, and also to operate effectively in all the open markets of the world.

Throughout the six nations the breaking down of the Euromarket plan into its separate parts, affecting each separate industry and company, is proceeding full blast. This process has brought out one odd point: hitherto it has been the theorists who offered simplicity of conception, and the individual industries and businessmen who offered endless complications. Now that Euromarket is about to be born, it is the businessmen who find simple solutions of practical problems, and the official economists who offer complicated formulas.

Even Explained, We Don't Get It

Special to The Christian Science Monitor

Minneapolis

Just how much is 72 billion dollars—the proposed federal budget for the coming fiscal year—in understandable terms?

According to the family economics bureau of Northwestern National Life Insurance Company, 72 billion dollars would make a stack of $10 bills 410 miles high.

It would pay the combined wages of a million manufacturing workers, at present average wage rates, for 17 years.

It is nearly two and one-half times our farmers' total cash receipts for all the produce of American agriculture in 1956.

It is approximately twice as much as the United States Government spent for World War I.

It is more than one-fifth of our present national income.

It is $1,100 per American worker.

It is $1,700 per American family.

Spending 72 billion dollars in a year means spending $137,000 a minute for 24 hours a day for seven days a week for 52 weeks.

The Business Day

Prices became narrowly mixed early this afternoon after some profit-taking pushed the recent advance back. Gains and losses of leading issues were from fractions to a point in both directions. No group showed any particular pressure. The market continued yesterday's rise at its opening, but the pace slowed and prices gradually dropped. Shell Transport & Trading, the most active stock, dropped about a point. Gulf Oil and Douglas Aircraft showed gains of around a point. Prices were higher in active trading on the American Stock Exchange with Faraday Uranium, Northspan Uranium, Central Explorers, Stanrock Uranium, and Peruvian Oils & Minerals among gainers.

Thorough investigation and study of national monetary and credit policies by the House Banking Committee has been recommended by the House Rules Committee. If approved by the House, the recommendation rejects President Eisenhower's request that he be authorized to appoint a commission to carry on such study.

Public offering of $20,000,000 Dresser Industries, Inc., 4⅛ per cent Subordinated Debentures due March 1, 1977 (convertible into common stock of the company until March 1, 1967) is being made by an underwriting group headed by Blyth & Co., Inc. The debentures are priced at 100 per cent and accrued interest to yield 4.125 per cent to maturity, with a conversion price of $55 per share of common stock based on principal amount of debentures.

A record 37½ billion dollars is expected to be spent by American businessmen on new plants and equipment in 1957. According to a survey by the Securities and Exchange Commission and the Commerce Department, the continued upward trend is 6½ per cent or 2 billion dollars above expenditures of 1956, but considerably below the 22 per cent increase of 1956 over 1955. Rising prices are considered to be the cause for at least half of this year's increase.

A more flexible interest rate on Federal Housing Administration mortgages has been called for by builder William J. Levitt. He told a mortgage and savings conference by the American Bankers Association that a "more realistic and competitive" interest rate on government-insured FHA loans would revive the building industry and save home buyers substantial amounts of money. He said flexible rates might mean temporary increases over the present fixed 5 per cent, but "elimination of the hidden discount" would offset this increase in savings to home buyers.

USMC

UNITED SHOE MACHINERY CORPORATION

207th Consecutive Quarterly Dividend

The Directors have declared a dividend of 37½ cents per share on the Preferred stock. They have also declared a dividend of 62½ cents per share, and a special dividend of 50 cents per share, on the Common stock. The dividends on both Preferred and Common stock are payable May 1, 1957 to stockholders of record April 3, 1957.

WALLACE M. KEMP,
March 13, 1957 Treasurer

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Most young men starting their careers recognize the value of life insurance as a means of creating or increasing an estate.

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In such cases, a Life Insurance Trust, created to receive the proceeds of your policies, can contain the discretionary provisions you desire. Other property may be added to such a trust, and it may eventually become the principal means of managing and distributing your property.

In the perfection of an estate plan suited to your particular situation, we offer our experience in administering estates and trusts to you, in cooperation with your lawyer and insurance counselor. A talk with our officers will incur no obligation.

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Fuller Brush Line Expansion N

Research Advances Traced by Founder

In the second of a series of articles on the Fuller Brush Company, Alfred C. Fuller, founder and chairman of the board of this widely known and highly successful direct selling concern, traces the development of products during its 50 years of operation. The articles were written in response to an invitation from The Christian Science Monitor.

By Alfred C. Fuller
Founder and chairman of board, the Fuller Brush Company
Written for The Christian Science Monitor

Hartford, Conn.

Having treated in my previous remarks the more personal of my reflections on a half century of direct selling, I undertake this portion with greater confidence. This discussion concerns itself with the more tangible, perhaps the more historical circumstances of the development of the Fuller Brush Company as traced through the expansion of products and services offered by the Fuller dealer.

In the beginning the Fuller product line was a simple one. It consisted of twisted-in-wire brushes. I could manufacture myself from the elementary raw materials I understood, on the primitive twisting machine in which I had invested the goodly sum of $15. The raw materials included about $65 worth of bristle, wire, and handles. My sister permitted me to use a corner of her basement as a factory.

Tight Twisting Demanded

Here I fashioned quite a variety of brushes for which I knew there was a good market. There were bath brushes, clothes brushes, hand brushes, and floor brushes. In fact I was willing and able to manufacture almost any kind of brush my customers wanted. Of one thing I was particular. My brushes had to be tightly twisted and evenly trimmed. They had to be properly stiff or soft as the use warranted. I never hesitated to scrap a brush that wouldn't stand my own severe inspection, and I willingly replaced the few faulty brushes that got by me and into my customers' hands. That has been a Fuller policy all through the years.

Quality Control Sought

Interesting to note, this twist-in-wire construction is still a major type of brush in the Fuller line, and even in the factory at Hartford, we run a battery of hand twisters remarkably like the one I first used but with power replacing the hand crank. The years have contributed wonderful automatic machinery for twisting brushes, and these modern machines carry the bulk of the production load. The automatic-made brushes are perhaps superior in quality to the hand-made brushes in many respects because the human variations are eliminated, but I frequently walk through the shop to admire the skill and dexterity the hand twisters still demonstrate, and I share with them pride in the craft.

It was a natural development as the business grew and prospered—as the Fuller Brush Man became more widely known and more readily welcomed—to add to his line other types of products in the same general category as the twisted-in-wire brushes. Brooms, mops, and tufted brushes found their way into the line. These newer additions presented something of a problem to us at the time.

Simply to buy them from an available manufacturer and resell them to our dealers left much to be desired. This hardly fitted with our success formula. We wanted to control the quality ourselves; we wanted the designs to be uniquely superior to what the market offered in general. We wanted the price to be consistent with what the world was coming to recognize as "Fuller quality" . . . not a hackneyed phrase, by the way, but a genuine hallmark representing honest high standards.

Research Efforts Pushed

The solution to the problem was found in endless search for additional superior products. When we found a source that would meet our rigid specifications, we would negotiate arrangements of supply that would assure not only the exclusive rights to a particular product, but the necessary practical controls that would make that merchandise truly a Fuller product.

Inevitably, when the power of the Fuller dealers' salesmanship got behind the Fullerized product, demands rose so sharply that we were absorbing the total output of the factory. From here it was simply good business to join forces for our mutual benefit. To some extent the developing Fuller factory was composed of several smaller factories.

Many times, despite our tireless search, we could not find dependable outside manufacturing sources for our new products. Here is where Fuller research came into play and from it have come some of our noted products of today. Fullergript is one. Developed by Fuller engineers, Fullergript presented to the market a new type of brush construction. The brush material—fiber, bristle, wire, synthetic materials of many types—is firmly and continuously bound between a wire core and a metal strip specially formed to hold the parts permanently in a nonshredding grip. The strip brush may be cut into pieces of varying lengths. It can be formed into a limitless variety of shapes, or it can be produced in a continuous strip of indefinite length to be wound on cores, spiraled, or coiled for any use the ingenious mind of man can contrive.

If the twisted-in-wire brush is "all brush but the handle," the Fuller-gript brush qualifies as a new tool in the complex that is modern manufacturing. Long before Fullergript became a fact, we were marketing special heavy-duty versions of the Fuller brush for industry. These industrial products have been sold direct to the user by the Fuller industrial representatives since their introduction in the early 1920's — much as the household brushes have been directly sold by the famed Fuller dealer.

Tool as Well as Brush

It was with the introduction of the perfected Fullergript in 1930, however, that power brushing became a significant factor in our business. Because of its nature, Fullergript becomes as much a manufacturing tool as it is a brush. Automation demands unique applications of the ancient art of brushing: Fullergript and its recent counterparts in the brush manufacturing industry make those applications possible. There are tremendous varieties of applications of power brushes in modern industry, literally thousands . . . too many for us to list here. Suffice it to say the applications range from such diverse tasks as cleaning fresh-laid eggs to scrubbing steel sheets as they emerge from the annealing ovens; from dressing the threads in a textile mill to sealing throttle slots in aircraft from the inadvertent jamming of the controls by an errant pencil from the pilot's pocket.

Fullanchor, our most recent brush development, is comparatively new to the market and promises a similar advancement in the art of power wheel brushing, since it qualifies as a machine tool and is capable of performance speeds that keep pace with the requirements of modern automation.

How many kinds of brushes have we and do we make? I cannot even estimate accurately the number. It isn't important here except to demonstrate that we have come far from the first days of the company when I personally made them all and sold them all myself.

Chemical Products Added

But it is remarkable to point out that brushes are not our only products. I have said that I consider the early days of the business the early expansion stage. Perhaps I can classify the more recent years as the diverse development stage of the business.

Just as I learned so early in my brush selling experience that individual Fuller brushes lasted too long to make a permanent business locally, our later dealers found that there was a limit eventually to the variety of brushes they could sell to a customer. We then looked around and decided our dealers needed merchandise their customers would use up in the normal course of their housekeeping. Hence was born the Fuller line of waxes, polishes, cleaners, and similar chemical aids to the nation's homemakers. This broadening market was added to our business in the late 1930's, and it has been growing steadily ever since until it now accounts for an important part of our volume. Few weeks pass these days in which we don't find something new and better to add to our growing line of household chemicals. Our researchers look constantly for new and better additions to the chemical line.

Progress begets new materials the housewife must keep clean; natural scientists discover new and better means to help them do the job; our researchers develop products we can sell to the housewife which endear her to us and us to her. It is a generous and happy cycle that bids fair to repeat itself again and again. Yesterday it was waxes like Fullustre that shine without buffing; today it is the silicones that discourage soiling, and aerosols that redouble the effectiveness of materials; tomorrow it might be isotopes, the magnificent promises of the Atomic Age.

Cosmetics Introduced

But the diverse development stage isn't over at Fuller, and it isn't over anywhere else in business.

In the course of the recent world war, when scarcity of supplies made the manufacture of Fuller brushes and other Fuller products for unessential purposes an impossibility, though the Fuller factory proved a busy and important part of the arsenal of democracy, the Fuller Brush Dealer himself was reduced drastically in numbers and even more drastically in the merchandise he had to sell. It was during this period that cosmetics in a small way provided the means to keep the dealer going and a semblance of a selling organization intact.

So well did our limited corps of dealers do with cosmetics that, in 1948 my son, Howard Fuller, who had by this time taken over the active management of the business as president, launched the Cosmetics Division of the company which today accounts for a significant part of our dealers' volume.

The late war contributed another noteworthy variation in the Fuller product. Through the years we had found it necessary to build an ever enlarging machine shop. Many of our brush manufacturing machines had to be designed and built by our own development people. To build them in the first place and to maintain them after they were built and operating, the machine shop grew until in its own right it became an integral part of our factory. This fact stood the company in good stead with the coming of the war and made possible an even greater contribution to the causes of peace. Many a factory in our environs made use of our machine shop facilities, particularly the aircraft industry.

Vast Potential Seen

Since that time our shop has continued to make its facilities available to our neighboring manufacturers, while at the same time, it has been geared specifically to the manufacture of special power brushing machines. This particular chapter in the Fuller Brush Story is just beginning to unfold. The potential is great, and the additional diversity it offers is an attractive mystery of the future.

With the diversity of the company's products today we are limited only by the scope of our imagination.

Frequently I have said that any product in general demand in most of the homes of the people is a potential Fuller product. I can add only this: When eventually it bears the Fuller Brush Company name, it will be the best of its kind on the market.

In the next portion of my remarks on the Fuller Brush Company, there are some things I want to say about the Fuller dealer himself.

He's a favorite of mine.

Edward Saxe

Fuller's Familiar Handy Brush in Production

Here brush receives its handle and starts on its way to the housewife.

Industry • Finance

California Boosts PTA

California has the largest state membership in the Parents and Teachers Association in the United States with 1,529,756. Ohio is second with 657,829.

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The Board of Directors has declared this day
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H. Edwin Olson
Vice-President and Secretary
March 7, 1957
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Pro P Guests
Goldberg, Rube

March 17, 1959

Dear Rube:

Occasionally this curious instrument of television is used in a fashion that is mature, adult and altogether enjoyable.

Thanks to you and Irma, that's what happened on the occasion of our visit to your home and we are all grateful.

Thanks for your gracious letter. I will, as you suggest, regard it as purely personal.

As ever yours,

Mr. Rube Goldberg
88 Central Park West
New York, New York

ERM:jmi

Pro P Guest Corres

RUBE GOLDBERG

rated by
A & 3

88 Central Park West
New York 23 N.Y.
Mar.7,1958

Dear Ed:

First, Irma and myself would like to express our appreciation of your gentle treatment of us on your show. From all reports it came off beautifully and, strangely enough, it gave us a spiritual uplift.

And, secondly, I would like to say I was deeply impressed with your stature as an artist and a gentlemen when you mentioned the Journal-American in the face of those irresponsible attacks by Pegler, Sokolsky and O'Brian. I am sure that their derisive writings are inspired by a small-minded attempt at sensationalism. Your bigness in ignoring them automatically cuts them down to the size of some of the midgets in my inventions.

I hope that the fruitful contemplation you will be allowed on your long-delayed vacation will help you rise to even greater heights both professionally and personally.

Again Irma and I thank you and all the fine men who surround you.

Happy voyage.

sincerely

Rube Goldberg

Person to Person
Gould, Chester

May 3, 1957

Dear Chester:

Very many thanks for sending me the drawing.

I find it a very pleasant memento of the extremely enjoyable visit we had on PERSON TO PERSON with you and your family.

Thanks again for the thought.

Sincerely yours,

Mr. Chester Gould
R.R. #3
Woodstock, Illinois

fc

Ed –
We sent her a
wire re new Baby
JS

Guests
Granger, Jean
Oct 30

Thank You

Dear Mr Murrow.
Thank you so much for
your very kind wishes. - Naturally
Jimmy & I are just tickled pink.
Hope to see you again in the near
future.

Sincerely
Jean S. Stanger

Hammond, Caleb

December 5, 1957

Dear Bud:

Please forgive the long delay in writing you this little note.

I want to thank you for the beautiful Atlas. It is quite handy and I'll probably be referring to it quite frequently.

With all best wishes to you and your family.

Sincerely yours,

Mr. Caleb Hammond
61 Woodland Road
Maplewood, New Jersey

mcc

Guests
Kennedy, Ethel
P2P

HICKORY HILL
MC LEAN
VIRGINIA

Dear Mr Murrow —

A million thanks for your wonderful telegram

Please though — must we really wait til the staircase is all filled out before you'll come see us? That only means twelve more children to go —

It would be so much simpler if just next time

HICKORY HILL
MC LEAN
VIRGINIA

you're in Washington - you'd just drop by - only this time please bring Mrs Murrow and leave your equipment behind - It seems to me everyone who enters our house now, tripping over trains and toy elephants remarks that the house certainly didn't look this way over television.

Thanks again for your thought of welcome for our new little baby -

Appreciatively -

Jackie Kennedy

Edel

P2P guests
Knight, Frances G.

May 16, 1938

Dear Miss Knight:

Many thanks for your nice letter of May 14th and for sending me the Lyle Wilson column and a copy of the basic form letter that you have devised to answer the many inquiries you are getting about what the ladies should take on a trip.

We feel a little guilty that our visit with you added so considerably to what must already have been a large volume of correspondence and can only admire the good humor and resourceful way in which you deal with it.

With all good wishes.

Sincerely yours,

Miss Frances G. Knight
Director
Passport Office
Department of State
Washington, D. C.

mcc

ADDRESS OFFICIAL COMMUNICATIONS TO
THE SECRETARY OF STATE
WASHINGTON 25, D. C.

DEPARTMENT OF STATE
WASHINGTON

May 14, 1958

Dear Mr. Murrow:

With further reference to your visit with us, I thought you would be interested to learn that scores of letters are pouring in from women all over the country asking me how to pack a suitcase, what to take on a trip, and other miscellaneous questions as to what "travel cosmetics" do I use - what kind of crush-proof dresses - what make lingerie, ad infinitum.

I've devised a basic form letter which is adapted to each inquiry as it is answered, and am enclosing a copy for your amusement. Also thought you might be interested in the enclosed column by Lyle Wilson which appeared in the papers while I was down in Florida.

Don't forget to let us know whenever you get down this way. We would like to see you in person. With best wishes,

Sincerely,

Frances G. Knight

Frances G. Knight
Director, Passport Office

Enclosures:

1. Form Letter.
2. Clipping of Lyle Wilson Column.

Mr. Edward R. Murrow,
Columbia Broadcasting System, Inc.,
485 Madison Avenue,
New York 22, New York.

ADDRESS OFFICIAL COMMUNICATIONS TO
THE SECRETARY OF STATE
WASHINGTON 25, D. C.

DEPARTMENT OF STATE
WASHINGTON

Dear _____

Thank you very much for your kind letter of _____ which arrived during my absence from the Office. I returned today and hasten to reply to your inquiry about packing a suitcase.

I limit myself to one suitcase whether it is for a long or short trip. For a short trip, I take a small overnight case, and for a long trip I use a 24-inch suitcase as shown on the Person-to-Person television program. I have gone round the world with one 27-inch suitcase and have not been inconvenienced by lack of clothes or essentials. Nor has it been too heavy to handle myself. However, each person must pack and travel in accordance with his or her needs.

Packing for a long trip takes careful planning and coordination. About one week prior to making a trip, I set out my suitcase and start putting things into it which I consider essential, such as toothbrush, toothpaste, comb, manicure set, small flashlight, travel alarm clock, cosmetic kit, and so forth. The cosmetic kit is packed to carry a supply of cosmetics for whatever period of time I am away from home. This includes face powder, lipstick, an all-purpose face cream, a deodorant, liquid shampoo containers (each container holds enough for one shampoo) a tube of quick-lather soap for use in hard water, and other small aids to good grooming. I always take a reasonable supply of cleansing tissues instead of handkerchiefs.

I wear one set of lingerie and pack one set, both made of a drip-dry fabric. I allow nothing to interfere with a nightly schedule of doing my laundry. For this purpose, I take a tablespoonful of a detergent soap powder and seal it in a small envelope, allowing one envelope for each washing while on my trip. I have never been anywhere in the world where this routine has not been feasible. I also pack a combination pajama-robe-slipper set made of a drip-dry fabric.

I take

I take considerable time in selecting my wardrobe. I plan my dresses, hats and shoes around one basic color and get variations and accents from colorful accessories. Dark dresses, of course, are more practical for travelling than light dresses. For winter travel I prefer knits (wool or cotton) which do not wrinkle, and for summer travel I take the miracle fabrics like orlon, nylon and dacron in both suits and dresses. I always take an extra skirt which can be worn with the jacket of the suit in which I travel, thus giving me an extra suit arrangement. It is very simple to pack three or four dresses in a suitcase, providing they are not bouffant and fussy. I am partial to drip-dry sweaters and blouses which can be made dressy with scarves or beaded collars. I usually take two sweaters and two blouses. I take two pairs of shoes in addition to the pair in which I travel. I put my stockings, belts and gloves in the shoes to conserve space.

I take two or three hats which are crush-proof and which compliment the suit and dresses. I find it very useful to take along a dressy light wool stole to be used in lieu of an evening jacket. I also take three or four colorful scarves to brighten up and change the appearance of my dresses. I try to take gloves to match the scarves and hats. Matching accessories such as scarves, gloves and hats are very important when travelling because they can make a dress or suit look like a completely different costume. I also carry a combination raincoat and hat with rainboots to match. These usually come in sets and can be folded neatly into a plastic bag. Sometimes, I take a folding umbrella instead.

If you stick to the washable fabrics you can always feel fresh and clean during your travels. I usually take a small travel iron which is convertible for use in electric outlets in foreign countries, and a small, compact sewing kit for emergency repairs.

I carry a reversible topcoat and a spacious travelling handbag. The latter holds a small jewelry case, my identification papers, tickets and passport, and a small cosmetic kit for freshening-up purposes. Other personal items, such as a solid perfume, sunglasses, eyeglasses, pills, a rainhood and compact pair of rainboots, etc. can be placed in the handbag.

All these items fit into one suitcase if properly packed. Of course, some people need different combinations of clothes. But from long experience, I find that most people overpack and find that they have more things with them than they can use.

There are very few places in the world today where you cannot purchase cleansing tissue or soap or a brush and comb or any of

the items

the items which may break or be mislaid in the course of your travels. It is not necessary to be overburdened with extras. The only extra which is advisable would be eyeglasses should you need them. Writing paper and cards are available in most hotels. So are towels.

I hope this answers your inquiry. If I can help you in any other way, please do not hesitate to write again.

With best wishes,

Sincerely,

Frances G. Knight
Director, Passport Office

THE WASHINGTON DAILY NEWS, FRIDAY, MAY 2, 1958

A Cheer for Miss Knight

By Lyle C. Wilson

THERE isn't much good news going these days, so how would it be to hear a word of cheer from Miss Frances G. Knight?

Miss Knight is the director of the Passport Office of the Department of State. She succeeded the fabulous Mrs. Ruth B. Shipley who was a civil servant of great charm and stature in the Federal hierarchy.

The good word from Miss Knight is that she has revamped the methods and modernized the equipment of the Passport Office to the considerable relief and convenience of the U. S. taxpayer. The Government's General Service Administration estimated that these savings last year amounted to $386,000 which is not a great sum when posed against the multi-billion dollar spending which appears now to have been saddled on the taxpayers until the end of time.

Neither is it hay, however, and the conserved sum looks even more attractive by reason of Miss Knight's informal explanation that additional savings were obtained because the Passport Office averaged an increase of 5.5 per cent in work productivity per employe in 1957.

Moreover, Miss Knight expects her employes to absorb a 5 per cent additional increase in their workload during the next two years.

News of such administrative economies is scarce here in Washington despite assurances from the top executive officials that waste shall be wrung from the operations of the Government. The top brass either does not mean it, or the top bras is unable to plug the comparatively small leaks as Miss Knight plugged that one in her office.

While she was about it, Miss Knight modernized and improved the conditions under which the citizens can obtain a passport. For example, the citizen applying for a passport no longer need be accompanied by a witness to testify to his identity. And, if he desires, the citizen may pay his passport fee by personal check.

The Passport Office now will accept for identification purposes about what a bank would accept in cashing a check, such as driver's license or a Government security pass. Miss Knight explained that anyone who would fraudulently apply for a passport would not hesitate to produce a phony witness, so why clutter the counters and corridors of passport issuing agencies with two persons for each passport involved.

Miss Knight's methods have reduced from many weeks to 4½ days the time necessary to issue a passport.

Of personal checks, she contended that if the Government accepts them for income tax payments it also should be willing to take them in payment for a passport fee.

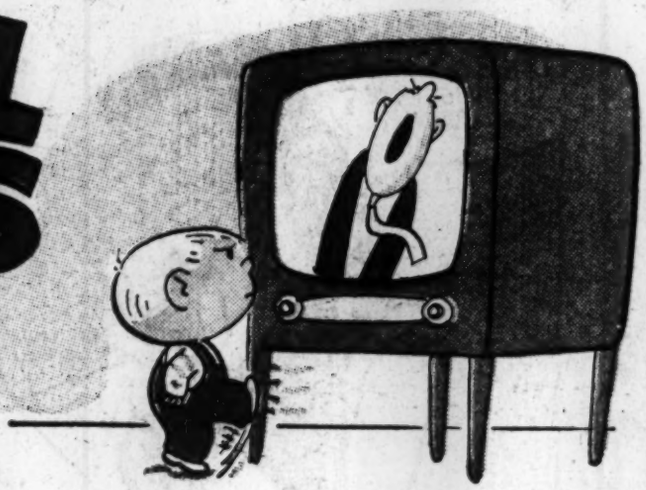
Miss Knight's reforms and modernization of the Passport Office make a lot of sense. A taxpayer might think it a good idea to expose other agencies of Government to Miss Knight, especially any in which the productivity per employe has diminished instead of increased.

This bold and efficient woman is even trying to improve passport pictures; promoting the idea that they should be relaxed and happy, smiling portraits. To that end, she permits color photos and reports that her program to make passport pictures look like something other than rogue's gallery shots is coming along "fine."

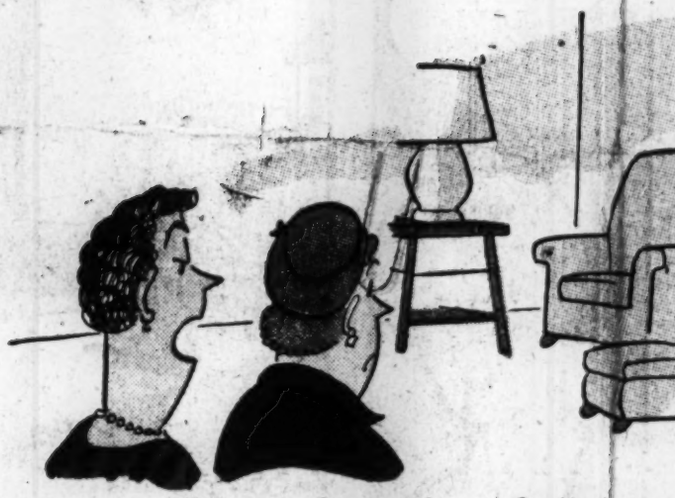
CHANNEL CHUCKLES

BY BIL KEANE

4-20 1958, The Register and Tribune Syndicate



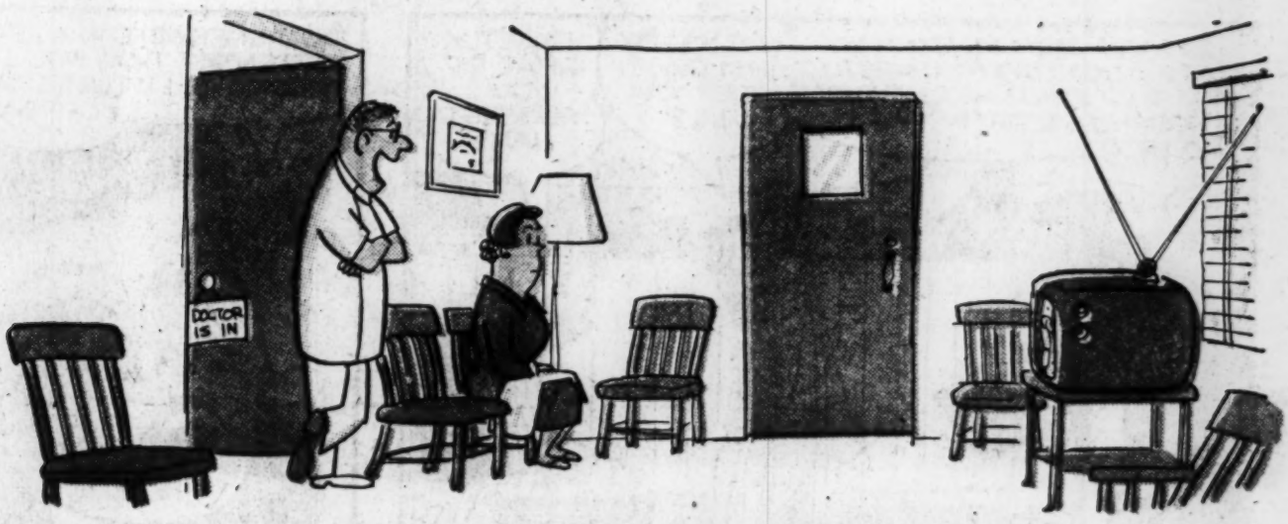
"Can we change that interview from TV to radio?"



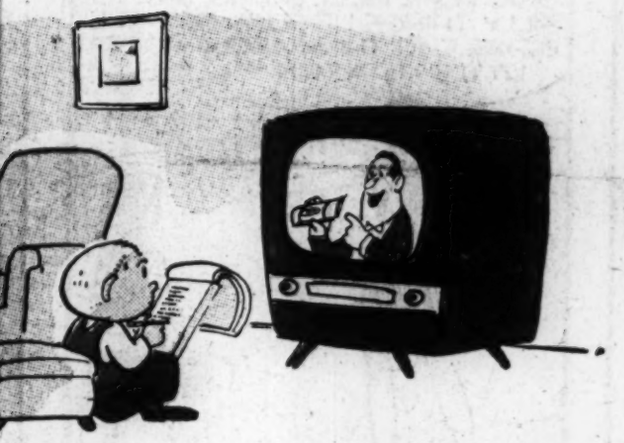
"He makes a list of all the p

I presume you saw this?

"Ed Murrow is visiting us a



"I got rid of the old magazines and settled for old movies."



e products I'm to buy."

s on Friday night!"

McHugh, Keith

NEW YORK TELEPHONE COMPANY

140 WEST STREET

NEW YORK 7, N.Y.

KEITH S. McHUGH
PRESIDENT

June 15, 1954.

Dear Mr. Murrow,

PTP.

You are a nice guy to take the trouble to send me a telegram about the job our folks did for you in your telecast last Friday night. I got a kick out of your message and so will they, and I will make sure that they see it.

Best regards.

Sincerely,

Keith S McHugh

Mr. Edward R. Murrow
Columbia Broadcasting System Inc.
485 Madison Avenue
New York 22, New York

Meadows, Audrey
Jr

Pro P

7

Thank You

MAR 31 1959

Dear Ed,

Many, many thanks for letting me sit in your chair Friday night. It was a great privilege for me. Jesse and Johnny and all the other boys in your office really knocked themselves out to make me happy and comfortable while doing your show.

Gratefully Audrey

P. to P. Guests
Mitchell, Jan

April 10, 1958

Dear Jan:

You are a generous and thoughtful man.

I shall wear the cuff links with memories of a most pleasant visit.

As ever yours,

Mr. Jan Mitchell
817 Fifth Avenue
New York, New York

fc

817 5th Ave.

Jan Mitchell

Dear Ed:

Hope this little token of my esteem will give you much pleasure.

Jan

Da
Guests
✓

JAN MITCHELL

March 25, 1958

Dear Ed:

I am overwhelmed by the magnificent response to last Friday's show. I have been deluged with phone calls, wires and letters from every part of the country, all of which have been most complimentary. It is very gratifying.

This varied and spontaneous acceptance is, of course, nothing new to you after all your many successful shows, however, I would like you to know what an exhilarating and memorable experience it was for me. I am still marvelling at the teamwork and efficiency with which the staff works. I thoroughly enjoyed doing the show and am so pleased you invited me.

Please do call me when you return from Washington so that I may plan an evening for you and your family here at Lüchow's. I look forward to seeing you soon.

Sincerely

Jan

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, N. Y.

Pro P Guests.

NOTE: Story attached on Sen. Richard L. Neuberger talk at Medical Journalism Awards luncheon.

H.M.

FOR: ALBERT AND MARY LASKER FOUNDATION
New York 17, N. Y.

FROM: Harold Mantell
139 East 57 St. NYC 22 EL 5-4533

FOR RELEASE: After 2 P.M., Thursday, April 30, 1959

New York, April 30 -- Four Albert Lasker Medical Journalism Awards were given today for distinguished reporting of major developments in medical research and public health programs during 1958.

Reports on progress and problems in heart disease, mental illness, narcotics addiction and planned parenthood were chosen as the year's outstanding examples of medical journalism among the nation's newspapers, magazines and radio-television stations. They were the 10th annual Awards for medical reporting conferred by the Albert and Mary Lasker Foundation.

The Awards were presented at a luncheon in the Sheraton-East Hotel to a newspaper reporter, a magazine writer, a daily network television program and a television writer-director.

The recipients of the 1958 Awards were:

Newspapers - Joseph Kahn, The New York Post, for a series of articles on the "Controversy Over Contraceptive Counselling in New York Municipal Hospitals," published from May to October, 1958.

Magazines - Francis Bello, Fortune Magazine, for his article, "The Murderous Riddle of Coronary Disease," published in September, 1958.

Radio-Television - "Today," for its day-to-day coverage over the National Broadcasting Company Television Network of the significant events in public health and medical research during 1958, including its notable mental health program on the Central Islip State Hospital, New York, October 8th, 1958.

Radio-Television - Al Wasserman, Special Citation, for his two programs on "The Addicted" in "The Twentieth Century" series, Columbia Broadcasting System Television Network, November 30 and December 7, 1958.

Each winner received $2,500, an illuminated scroll and a silver statuette of the Winged Victory of Samothrace, symbolizing in this instance, victory over death and disease.

(more)

Senator Richard L. Neuberger, D., Oregon, a leading advocate of medical research legislation and a recovered cancer patient, was the principal speaker. Dr. Howard A. Rusk, associate editor, The New York Times, was luncheon chairman.

Joseph Kahn, winner in the newspaper field, was cited by the Awards Committee "for a notable example of journalistic enterprise in lifting the shadows of medical complacency and public confusion obscuring a subject of primary concern to New York City and the entire world; for patient, persistent investigation and exposure of the "unwritten ban" against therapeutic contraceptive practices in New York City hospitals and other agencies; for overcoming a barrier of indifference, evasion and hostility in developing his story without distorting the human facts of this health controversy; and, finally, for a pioneering contribution to the advancement of contraceptive counselling throughout the United States through his fearless reporting in the best traditions of public health education by the American press."

Francis Bello, winner in the magazine field, was cited for a comprehensive and illuminating report on the present status of our knowledge concerning coronary heart disease and its underlying affliction, arteriosclerosis, the number one killer in America today; for a masterful examination of the relation to heart attacks and strokes of these suspect factors: heredity, obesity, overweight, high blood pressure, lack of exercise, elevated blood cholesterol and excessive smoking; and, finally, for an unusual example of creative journalism in assembling and integrating into a meaningful report the diverse and seemingly contradictory research aspects of the nation's most crucial disease problem."

"Today," winner in the radio-television field, was selected "for presenting to a vast network audience regularly in vivid and meaningful forms the problems and progress of health and medical research in this country; for motivating public understanding and attitudes in vitally needed new directions by program emphasis on special areas such as mental health; for an excellent exposition of the "Open Door" mental hospital philosophy as exemplified in the visit by Dave Garroway to Central Islip Hospital; and, finally, for illustrating the primary concern of the National Broadcasting Company for expanding the scope and influence of medical reporting through ingenious employment of the direct and immediate techniques of television."

Al Wasserman was honored "for revealing in unprecedented television terms the social and medical significance of a "hidden" public health problem, narcotics addiction; for his artistry and extraordinary creativity in depicting the inter-

(more)

action of the addict with his environment, including the community, the law, the family and the hospital; for offering a striking example in these two programs of the television medium's unique ability to inform and educate national audiences on the pressing problems of medicine and health through candid examination with camera and microphone; and, finally, as writer-director, epitomizing the development of individual craftsmanship made possible by the encouragement of the enlightened Public Affairs Department of CBS News."

Mr. Wasserman is the first television journalist to be honored twice with the Lasker Award. He previously received a 1956 Award for his program on mental illness, "Out of Darkness," presented over the CBS Network.

The annual Albert Lasker Medical Journalism Awards were inaugurated in 1949 to encourage the writing and publication in general newspapers and national magazines of outstanding articles on public health and medical research. This category was broadened in 1956 to include radio-television broadcasting.

The Foundation seeks to recognize journalism that contributes to a better public understanding of current medical research or highlights public health programs affecting those diseases which are the main cause of death or disability; especially heart disease, cancer, mental illnesses, arthritis, blindness and neurological diseases.

The advisory committee for the 1958 Awards included Dr. C. P. Rhoads, director, Sloan-Kettering Institute for Cancer Research, New York; Dr. Marcus D. Kogel, dean, Albert Einstein College of Medicine and former commissioner of hospitals, New York City; Edward K. Thompson, managing editor, Life Magazine; James Monahan, senior editor, The Reader's Digest, and previous Medical Journalism Award winner; and Mrs. Allmon Fordyce, vice president, Albert and Mary Lasker Foundation.

# # #

P&P Guests
Parrish, Wayne W.

April 28, 1958

Dear Wayne:

Thanks for your kind note.

We have heard nothing but good words resulting from the visit. It was a rare combination to find two interesting people as well as a delightful and unique house.

One commercial note will amuse you: The Florist Telegraph Delivery Association were delighted and overjoyed with your interior garden. We, of course, took full credit and told them we planned it that way!

Please say our thanks again to your gracious wife who took time off to send us a note before taking off for Jupiter Island.

As ever yours,

Mr. Wayne W. Parrish
American Aviation Publications
1001 Vermont Avenue, N.W.
Washington 5, D.C.

fc

American Aviation Publications

1001 VERMONT AVENUE, NORTHWEST, WASHINGTON 5, D. C., U. S. A.

Telephone STerling 3-5400 • Cable AMERAV

Executive Office

April 21, 1958

Mr. Edward R. Murrow
CBS-TV
485 Madison Avenue
New York, New York

Dear Ed:

I'm addressing you as Ed because by the time I got through that stint the other night I felt as though I had known you for a long time.

Frances and I were deeply honored to appear on your show. We are fully aware that this is a distinction that falls to very few people and we are thusly grateful.

It was a completely new experience for us both. Frances had been on "To Tell the Truth" some time back, but that was hardly a try-out for a production like Person-To-Person.

I can vouch for one thing: I have a new and healthy respect for TV on two counts. One is the enormous amount of work that can be put into a 15-minute segment. The other is the vast coverage of TV. Guess I've kept my nose so much in the printed word in a specialized phase of industry that I never really focussed on what a truly nationwide audience amounts to.

Your telegram some weeks ago said the program might even turn out to be fun. On looking back I concur. I've been far, far more nervous facing some tough audiences before making speeches.

The program is going to have one tangible result: my friends tell me I've got to take off 15 pounds. I'm setting aside June for this job.

Our house was a labor of love - we laid it out, didn't have an architect, dealt directly with a builder. So it was a pleasure to be able to show it off to so many people.

As for your gang - all I can say is they earn their money and they were mighty swell all the way through.

My wife is en route to our new Florida refuge on Jupiter Island at Hobe Sound, a dream spot. She needs a rest. But she adds her thanks to mine for an unforgettable experience.

Sincerely,

Wayne W. Parrish

js

ADDRESS OFFICIAL COMMUNICATIONS TO
THE SECRETARY OF STATE
WASHINGTON 25, D. C.

DEPARTMENT OF STATE
WASHINGTON

April 21, 1958

Dear Mr. Murrow:

Thank you for your reassuring conversation and good wishes. I am afraid the confusion in the house threw me off balance. I was conscious of the batteries dangling around my knees, and was generally tired from knocking myself out at the Office. So far, I've had mixed reactions from official and unofficial Washington. People expected me to discuss some of the amusing things that happen in the Passport Office and tell about the letters we receive and how I work with Congress, etc., etc. Others expected me to talk about some of our experiences overseas. My staff expected me to talk about the $5,000,000 we will bring into the Treasury this year, and how we all love to hear that cash register ring up the $10 fees! Over a dozen people called me to say they had expected me to reveal how I changed the decor of the Passport Agencies and introduced color into the furnishings, etc. As you probably know from experience, everyone gets into the act, and if we were to please them all you would have had an hour's show on your hands!

I am glad I am leaving town for a couple of weeks. I'm being haunted by women who tell me that in my packing I left out bouffant dresses - that I didn't have sufficient cosmetics, that I didn't mention manicure sets, wave sets, etc., etc. The fact is that I don't take all these things with me. What I packed in that suitcase would see me through a month's travelling overseas, but I am afraid I'm in for a lot of discussion on omissions.

Of course, Wayne could have talked for another twenty minutes on missiles and rockets and air travel in general.

Well, when I

Mr. Edward R. Murrow,
Columbia Broadcasting System, Inc.,
485 Madison Avenue,
New York 22, New York.

Well, when I get back from a brief vacation, I hope you will visit Washington in person, and give me an opportunity to take you through the Passport Office and show you our "new look". We also would like to have you visit our home and see the interesting and unusual items collected from all over the world.

Thank you for the beautiful roses. I arranged them in crystal floor vases, which I hope you saw on the screen. They were very lovely.

With best wishes,

Sincerely,

Frances G. Knight
per JR

Frances G. Knight
Director, Passport Office

(dictated but not read)

Guest Cones
Petrillo James

October 29, 1953

Dear Jimmy:

I thought the program we did with you worked out very well and I certainly enjoyed it. The kinescope of the show is on its way to you now so you will be able to see yourself.

Many thanks again for all your cooperation.

Sincerely yours,

Mr. James Petrillo
860 North Lake Shore Drive
Chicago, Illinois

rh

CIrcle 5-8100

Roberts, Joseph L.

INTERNATIONAL BOXING CLUB
OF NEW YORK, Inc.
304 WEST 50th STREET
Madison Sq. Garden Bldg.
NEW YORK 19, N. Y.

JAMES D. NORRIS
President

June 3,1954

Dear Ed:

Thanx for the double header yesterday--lunch and the radio broadcast.

Sincerely,

Joe

Joseph L.Roberts

MR
GR

Pto P. Quest
Roebling Mary

Dear Ed,
How thoughtful you were to send me such a beautiful & good luck bouquet. Enjoyed it to the last petal. As possible

Pure Water
Sewer Pipe

It was a privilege to work with you and your very fine staff.

We hope our paths will cross again in the near future. Meanwhile

Best wishes,

Mary Zoebling

P to P Guests
F
Rusk, Dr Howard

March 23, 1959

My dear Howard:

Occasionally I have the feeling that television realizes just a little bit of its potential, and certainly I had that feeling after our electronic visit to your home.

It is not very often that one is permitted to take pride in what television does, but in this case I am proud to have had a small part in the program.

I am off to Europe for a couple of weeks, but will hope to propose myself for lunch one day after my return.

Again, thanks.

Sincerely yours,

Howard A. Rusk, M. D.
Director
Institute of Physical Medicine
and Rehabilitation
400 East 34th Street
New York 16, New York

ERM:jmi

NEW YORK UNIVERSITY-BELLEVUE MEDICAL CENTER
OF NEW YORK UNIVERSITY
DEPARTMENT OF PHYSICAL MEDICINE AND REHABILITATION

INSTITUTE OF PHYSICAL MEDICINE AND REHABILITATION
400 EAST 34TH STREET
NEW YORK 16, N. Y.

MURRAY HILL 6-1842

March 2, 1959

My dear Ed,

What a privilege it was to be on "Person-to-Person" last Friday. All of us enjoyed it but I think it meant more to my mother and to our patients all over the United States than anyone else.

We have been receiving letters and 'phone calls constantly since from every corner of the country.

I shall never forget, nor cease to be grateful, for your closing words on the closed circuit. It meant more to me than I can ever tell you.

Don't forget your promise that you will come down to the Institute for luncheon one day and really see our people. You can't really know what the program is until you see them "person-to-person".

Again, my deepest gratitude for the opportunity to tell our story to the country and for the great sensitivity with which you directed our sights.

Faithfully yours,

Howard A. Rusk, M.D.
Director.

Mr. Edward R. Murrow
CBS
485 Madison Avenue
New York, N.Y.

Russell, Jane

Jane Russell

No Ans.

March 6, 1956

Mr. Edward R. Murrow
CBS
485 Madison Avenue
New York, New York

Dear Ed:

Both Robert and I enjoyed so much working with you on the Person To Person show last Friday.

Our sincere thanks and appreciation to your CBS crew for their fine cooperation and to you for making our appearance on the show such a pleasant one.

Sincerely,

Jane

Guests

Mrs. Maxwell D. Taylor

Dear Mr. Murrow,

May I tell you once more how much I enjoyed the beautiful American Beauty roses from you? They made the house look even more festive!

I have a new respect for the painstaking work that goes into the preparations of a first-rate TV program after

witnessing and participating in "Person to Person" last night!

Best wishes in your future programs —

Cordially,

Lydia N. Taylor

October 29th —

P2P
Guest Comes.
Wilkie, Mrs Wendell

EDWARD R. MURROW
485 MADISON AVENUE
NEW YORK 22, N.Y.

March 19, 1958

Dear Mrs. Willkie:

Very many thanks for your letter. It was a very great pleasure to have you on our program, and I hope you didn't find it too much of an ordeal.

Thank you for your suggestion of Sam Pryors and Mrs. Robert Low Bacon as possible future guests on PERSON TO PERSON. We seem to be pretty well committed for the remainder of the season, but can perhaps go to them later on.

With all good wishes.

Sincerely yours,

Mrs. Wendell Willkie
20 East 76 Street
New York 21, New York

mcc

gave Mrs W's
letter to PtoP

Pto P Guests
Williams, Edward Bennett

April 22, 1958

Dear Ed:

The female who sent you the epistle sounds like an interesting client. Why don't you see that justice is done - that truth shall triumph and this miserable Murrow be incarcerated!

As ever,

Mr. Edward Bennett Williams
1000 Hill Building
Washington 6, D.C.

fs

Law Offices
Edward Bennett Williams
1000 Hill Building
Washington 6, D.C.
METROPOLITAN 8-6565

EDWARD BENNETT WILLIAMS
EDWARD T. CHEYFITZ
THOMAS A. WADDEN, JR.
CHARLES P. MULDOON
AGNES A. NEILL
VINCENT J. FULLER

COUNSEL
JOHN W. GUIDER
COLMAN B. STEIN

March 31, 1958

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Ed:

As I told you the other night on "Person to Person", I get all kinds of mail. I thought this one would have particular interest for you if you can spend five minutes to wade through it. Why don't you leave this poor girl alone?

With warmest regards, I am,

Sincerely,

Edward Bennett Williams

3-26-58

Mr Edward Bennett Williams
Tulip Hill,
Maryland

Sir:

Sometime ago I wanted to write you after a T V appearance but I didn't know where and then you were on March 14th and I knew you would be deluged with mail but you did say you answered your mail so I am going to ask for your advise.

I wish I could ask you as an attorney representing me but that I cannot afford so I am asking you as a person very interested in Civil Rights.

I am not a writer I can only hope this letter will be clear but you know that sometimes there is an incident that is so different that it happens once in a long, long time. I am sure that Edward R Murrow told you something of it but I am going to expose him and his radio and T V friends as sneaky, slanderous pathological liars or else people who are deliberately ~~f~~ branding my little daughter and me for some infamous reason.

Here is the true story that I would repeat under oath in court if necessary ———

Many, many months before Eisenhower's nomination I was already working for it and it must have been pretty good work because it came to the attention of quite a few politicians. The only gain I had out of it was a "thank you" letter from Eisenhower and that it brought me to Murrow's warped attention. He let it be known in a sneaky double talking way that no one could be mistaken that it was meant for me - I think you yourself know that now.

I went to New York after the nomination and contacted Mr Murrow and asked for an interview and it was arranged that I should be there at a broadcast - I thought after I could talk to him and tell him the slanderous gossip he was spreading all over the country were lies and I could tell him the truth and he would be man enough to stop. He refused to talk to me after the broadcast.

The next evening, even more emphatically, he repeated the lies - namely - that my father was part "nigger". And he kept on repeating the lie over and over until it reached the point where "niggers" where trying to pick me up on the street and called me every filthy name under the sun because I was supposed to be "passing" although up to that time I never knew the word was used in that way. I couldnt get work because he made me out to be one of the worst tramps in New York or anywhere else for that matter.

I finally had photostatic copies of my Mother's, Father's and my birthcertificates made and sent

them to him - they were all from Korpona, Austria-Hungary now Krupina, Czechoslovakia my father had been in the Hungarian army and had had a Cabinetmakers shop before coming to America. I also sent him birthcertificate for my little daughter.

He thought and still does that it is funny when niggers annoy us and I can't get work. The more insults Murrow heaped on us, the more radio and TV shows got in on the game because it was good for niggers business. If you will check, you'll find out that Murrow was financially and career wise almost on the rocks - after he started connecting us with niggers Amoco even put out a map showing nigger hotels and motels.

According to Murrow I've been pregnant 23 times in the last 5 years - 4 times with niggers - it's so bad the authorities almost took action against me - I stink, he pronounces worship and warship - whores ship (and stresses the slanderous words in such a way nobody can mistake them) I'm fat, dirty, dumb, mentally unbalanced, etc etc every thing and practically any thing so he can feel important. I've been in every jail and institution in the country. Because my daughter had her picture taken with a Birthday cake and there was a short movie on epilepsy he deliberately stresses "out fit" - when I transfered her from a pedatrician to a regular doctor - our family doctor actually thought I was trying to hide the fact that she had fits. Outside of colds she couldnt be healthier.

Last Friday when Murrow had his program - he stressed - the drunken son of a black - Smith - Christine's father's name is Smith. Murrow has a bunch of sneaks who keep track of practically every word, motion or move we make and that way by the grapevine everyone in Cleveland knows he is insulting us or others on radio and T.V. For instance one day I bought a bottle of pickles - a program came along with "no matter how many pickles there are the scum always rises to the top" what came before and after definitely stamped us.

This unwelcome publicity has brought these classic insults -

My daughter and I walking down a street a nigger walking towards us opening the zipper on his pants

A nigger child asking me for money - when I told him to ask his people - his Mother (in a drug store) came over and said "You wouldn't give the boy a dime but our men are good enough to sleep with.

Or a nigger trying to pick me up - when I refused - he said "I was only white trash - but I was only passing and I nigger would marry me but white men wouldnt spit at me

I could tell you dozens of such incidents please dont forget this has been going on for years and since Murrow and others keep on repeating

the lies, every body believes them because I don't stop them.

But how? I've already written to CBS, ABC and NBC networks - I sent them all photostatic copies of our birthcertificates - gave them complete details of my background - told them I intended to sue for invasion of privacy, continual ridicule and threats, criminal libel and robbing us of our white heritage.

Murrow said no attorney would take a case against him he was too important and besides he had the judge a case like this would be tried by on his Person to Person.

As if all this wasn't enough in Jan '55 I had a temporary position with the Cleveland Engineering Society at a time when they had a campaign to raise funds. Murrow has a habit of making a connection between any man who comes into a room I'm working in or even if I have to discuss any business with a man. Due to lack of room 3 other girls and I had to work in the Auditorium here. At noon while we went to lunch movie and slides of jobs were shown to Engineers but a nigger janitor set up the projector. Although I had not said one word to the nigger as we always have believed in segregation Murrow immediately started connecting me with him. I couldn't begin telling you the insults I had to take. The nigger really thought I was interested

in him. One day when I came back from lunch a nigger magazine called "Hue" was on my desk opened at a page on prostitution of white women in nigger camps down South. Every body here now believes that I did that. I have never been in what is known as the real South and I never lived away from home until after the war!

There also was a nigger cleaning woman there she was somkind of female minister - she would pick-up trash in a big bag from the Ward Baking Co - so Murrow started the lie that I was a ward of this nigger woman - thes lie is also believed here even by nigger judges and lawyers.

Mr Williams I swear on my child's life I have never socially or personally talked to a nigger. I have never even seen nigger entertainment except on TV.

Murrow has connected me with a man who had 6 children in one place - naturally I was fired another time with a man whose wife was having her fourth child - she had me fired. I couldnt tell how many jobs I lost on account of him - even 2 places where people said I was connected with a Communist. If a nigger stands near me at a bus stop - he immediately mentions it - Murrow knows every move I make - he even knew what time of the month it was.

The more things he would mention the ~~the~~ more and filthier lies were made up - it seems that everybody wants to hear their lie on the air bigger and rottener. I wrote Murrow a thousand times about what the results were and begged him to stop.

He has made me the cities clown, top tramp and idiot and I haven't done a thing. In the last 13 years the only man I've been out with is my daughters father Major Herman Lee Smith he was born in Roanoke, Va - I assume you he is 100%, white - I knew it but I deliberately checked. Murrow connects me with celebrities I have never known - they in turn are insulted and then they start throwing insults. The other night one of Murrows friend had a little discourse on "an officer and private trying to get rid of a crow" - meaning my daughters father and the nigger janitor.

I have all our birthcertificates - I have my daughters - I went to a Catholic school (I am not Catholic) I was Valedictorian at graduation - proving I was not a delinquent.

My daughter gets A & B grades - she horse back rides, roller skates beautifully, ice skates and is taking tap dancing lessons. She wants

to get into the entertainment field - the possibilities were good before but now - no decent person even wants to know us - I had an opportunity to get in as an extra - what now with radio and TV spreading that filth - if anyone tries to be friendly they are ridiculed.

In school the children call my daughter nigger and tell her no remarks from niggers. We had to stop going to a roller rink because the children wouldn't skate with her - one girl in school started a club of children that didnt want my daughter there because she is a nigger. Does she look like a child being raised to be a maid?

There must be someway I can stop radio and TV from using us to incite rabble - and so we can sue for the insults we have taken. I have been stoned on our street and beat up because Murrow incited the people against me. Need I tell you what people think of white women who go out with niggers - he's made me nothing but nigger bait for anyone who has wanted it TV, radio, business and politicians.

I have been in lower courts no one has gotts enough to do anything. Can the niggers and nigger crazy whites - steal a white person heritage for their use.

When I was in New York Murrow used to personally follow me around town - if I went to a movie, he'd be there, if a went for a walk he would show up - he'd even take a cab and ride ahead, get off so he could walk towards me. I never knew where he would show up. I suppose you know he promised me work - that is a lie - because - I tried to see him twice - he told me to ask my friends who had money - I put in an application with the CBS for an office job nothing - after I left N.Y. in his double talk and if you check with anyone you will find it true he even promised to marry me. He is married and I cannot plan my future on promises that are made in double talk on radio and TV. I have no future - he's made me the biggest tramp in history and I've never talked to the man.

Yes there is more but you can be sure Mr Williams - if - and that I dare not hope you would take the case to sue Murrow and CBS or if you could recommend someone - I would be only too happy to tell everything because what I've done is really like nothing compared to the filth that has been heaped on me.

If my publicity value is so high and

you know that promotion and publicity are a Legal Business I want to be paid and Marrow has certainly cashed in. A recording artist gets paid every time his record is played - if a legitimate public figure was used in this way they would sue for slander.

There must be some way I can clear my little daughter and myself and assure our future. Surely we're not public property.

I am enclosing some pictures of my daughter at all ages the reason for so many is that she is supposed to have turned (?) and the little nude because she is supposed to have black spots on her body and the one of me she took herself. Do we look negroid?

Please, advise me what to do either as an attorney or on Civil Liberty Committee!

Very truly yours
Margaret C Lendway
3164 W 50 St
Cleveland 2, Ohio

Please return pictures unless you have need of them.

Wood, Peggy

THE FLETCHER SCHOOL OF LAW AND DIPLOMACY

TELEPHONE CALL

For Person-to-Person File **Date** _____

Time called _____ **Called by** _____

Message:

Reference to Person-to-Person Program of 12/31/54

Peggy Wood was a guest on this program. In her autobiography she describes in some detail how ERM was intrigued by a needlepoint vest worn by her husband which she had made herself. Apparently there was a good deal of listener response after the broadcast, with requests for the pattern, etc. The miniature framed vest she made and presented to ERM.

Information given by Ann Sperber

EGH

Signature of person answering telephone

CBS NEWS
A Division of Columbia Broadcasting System, Inc.
524 West 57 Street
New York, New York 10019
(212) 765-4321

Dear Peter:

Here are the lists of SEE IT NOW, PERSON TO PERSON, SMALL WORLD, and CBS REPORTS.

Although the lists don't show it, Collingwood took over for Ed on PERSON TO PERSON in 1959 when Murrow was on Sabatical leave. Ed continued to do SMALL WORLD because he could originate it in Europe and Asia. His last film was "Harvest of Shame" even though two others were later in release.

Let's talk more when you get down here.

Good luck,

Palmer Williams
Senior Producer
60 MINUTES

Mr. Peter Shaplen
22 Fairmount Street
Medford, Mass. 02155

November 15, 1973

Revised: 3/2/64

"PERSON TO PERSON" GUEST LIST

(alphabetized)

ADAMS, Cedric	6/8/56
ADAMS, Edith (w/Ernie Kovacks)	6/24/55
ADAMS, Joey	10/25/57
ADAMS, Sherman	3/30/56
ADLER, Felix	3/29/57
ADRIAN, Gilbert (w/Janet Gaynor)	10/8/54
ALBERGHETTI, Anna Maria	4/4/58
ALBERT, Eddie	9/2/60
ALEXANDER, Rod (w/Bambi Linn)	6/22/56
ALI, Prime Minister Mohammed	10/15/54
ALLEN, Mel	4/19/57
ALLEN, Steve	2/18/55
ALLYSON, June (w/Dick Powell)	9/2/55
ALPHAND, Ambassador Herve	1/11/57
ALSOP, Stewart	3/8/57
AMECHE, Don	12/21/56
AMORY, Cleveland	4/17/59
ANDERSON, Marian	10/29/54
ANDERSON, Comdr. Wm.	9/26/58
ANDREWS, Dana	5/6/60
ANDREWS, T. Coleman	3/11/55
ANTOINE	9/8/61
ARCARO, Eddie	6/6/58
ARMOUR, Tommy	5/8/59
ARQUETTE, Cliff	3/18/60 R.9/16/60
ASTAIRE, Fred	6/7/57
ASTOR, Mary	11/10/60
ATKINSON, Ted	4/12/57
AUMONT, Jean Pierre (w/Marisa Pavan)	12/25/59
AUTRY, Gene	7/8/60
AVALON, Frankie	5/6/60

BACALL, Lauren (w/Humphrey Bogart)	9/3/54
BACHARACH, Bert	10/14/55
BACKUS, Jim	9/1/61
BAILLIE, Hugh	6/26/59
BAIRD, Bil & Cora	11/13/53
BAKER, Carroll	3/28/58
BALDWIN, Faith	5/24/57
BALMAIN, Pierre	1/8/60
BANCROFT, Anne	3/11/60 R.6/10/60
BANKHEAD, Tallulah	11/20/53
BARBER, Red	1/17/58
BORGUIBA, Habib, Jr.	2/19/60
BARRYMORE, Ethel	5/6/55
BAY, Mrs. Charles Ulrick	1/24/58
BEECHAM, Sir Thomas	4/8/55
BELLAMY, Ralph	5/11/56
BEMELMANS, Ludwig	12/7/56
BENNETT, Constance	4/19/57
BENSON, Ezra Taft	9/24/54
BENTON, Thomas Hart	4/10/59
BERG, Gertrude	6/4/54
BERLE, Milton	4/3/59
BERLITZ, Charles	6/27/58
BERMAN, Shelley	11/17/60 R. 8/25/61
BERNSTEIN, Leonard (w/Felicia Montelagre)	9/23/55
BERRA, Yogi	4/22/55
BISHOP, Joey	12/1/60
BLACKSTONE, Harry	10/19/56
BLAIK, Earl (Red)	10/9/53
BLAINE, Vivian	6/27/58
BLAIR, Janet	6/25/54
BLANDING, Sara Gibson	3/13/59
BLOCK, Herbert	6/21/57
BLONDELL, Joan	4/10/59
BLOOM, Claire	2/12/59
BOGART, Humphrey (w/Lauren Bacall)	9/3/54

BORGE, Victor	12/24/54
BOSWELL, Connee	7/1/55
BOURKE-WHITE, Margaret	9/2/55
BRANDO, Marlon	4/1/55
BRENNAN, Terry	10/28/55
BROWN, John Mason	1/21/55
BUCHOLZ, Horst	6/30/61
BUCHWALD, Art	2/12/60 R.8/26/60
BUCK, Pearl	3/16/56
BUNCHE, Dr. Ralph	1/15/54
BURNETT, Carol	6/30/61
BURPEE, David	2/15/57
BURR, Raymond	10/20/60
BURROWS, Abe	12/9/55
BURTON, Justice Harold M.	11/7/58
BUSH, Vannevar	4/27/56
BUTTONS, Red	3/18/55
BYRD, Admiral Richard	3/23/56
BYRNES, Governor James	3/20/59
CAESAR, Sid	10/1/54
CAFRITZ, Mr. & Mrs. Morris	9/30/55
CALLAS, Maria	1/24/58
CALLOWAY, Cab	3/2/56
CAMPANELLA, Roy	10/2/53 1/2/59
CANIFF, Milton	2/17/56
CANNON, Jimmy	3/27/59
CANTOR, Eddie	10/5/56
CAPP, Al	11/27/59
CARMINES, Frank (Macy's)	12/25/53
CARON, Leslie	12/11/59
CARSON, Mindy	5/28/54
CARTER, Jack	5/23/58
CASSAVETES, John (w/Gena Rowlands)	1/17/58
CASTRO, Fidel	2/6/59
CERF, Bennett	4/4/58

CHAGLA, Ambassador M.A.C.	6/19/59
CHAMPION, Marge & Gower	11/6/59
CHANNING, Carol	1/13/56
CHAPMAN, Ceil	3/30/56
CHARISSE, Cyd (w/Tony Martin)	6/1/56
CHARLES, Ezzard (w/Rocky Marciano & Jersey Joe Walcott)	6/11/54
CHASE, Barrie	4/15/60
CHASE, Ilka	11/20/59
CHEVALIER, Maurice	5/2/58 1/1/60
CHRISTENBERRY, Robert	9/10/54
CHRISTIAN, Linda	12/1/60
CLARK, Dick	4/25/58
CLARK, Wilbur	5/17/57
CLIBURN, Van	5/30/58
CLOONEY, Rosemary (w/Jose Ferrer)	3/11/55
COCA, Imogene	3/26/54
COCHRAN, Jacqueline (w/Floyd Odlum)	5/21/54
COLBY, Anita	1/31/58
COLE, Nat King	11/1/57
COLLINGWOOD, Charles	5/6/55
COLLINS, Dorothy (w/Raymond Scott)	9/16/55
COLLINS, Joan	7/28/61
CONANT, Dr. James B.	4/25/58
CONNORS, Chuck	7/14/61
CONOVER, Harry	4/20/56
CONSIDINE, Bob	9/21/56
COREY, Jill	10/11/57
CORUM, Bill	4/30/54
COWARD, Noel	4/27/56
COWLES, Fleur	3/19/54
COX, Wally	5/14/54
CRONYN, Hume (w/Jessica Tandy)	1/10/58
CROSBY, Bing	12/3/54
CROSBY Brothers	6/23/61
CROUSE, Russell	11/14/58
CUGAT, Xavier	3/1/57

CULLEN, Bill 1/18/57

CUMMINGS, Bob 12/13/57

CURLEY, James Michael 5/3/57

CURTIS, Tony 11/12/54
(w/Janet Leigh)

CUSHING, Archbishop Richard J. 4/16/54

DACHE, Lily 4/16/54

DAGMAR 1/30/59
(Danny Dayton)

DAHL, Arlene 12/6/57
(w/Fernando Lamas)

DALI, Salvador 12/31/54

DALY, John 12/24/54

DANIEL, M. Sgt. Wm. E. 5/29/59

DARCEL, Denise 10/22/54

DAVISON, Gen. Harrison H. 2/22/57

DAVIS, Bette 9/21/56
(w/Gary Merrill)

DAVIS, Meyer 1/16/59

DAVIS, Sammy Jr. 11/4/55

DAWKINS, Cadet Peter 5/1/59

DAY, Laraine 12/6/57
(w/Leo Durocher)

DEAN, Gen. William F. 10/30/53

DE HAVILLAND, Olivia 5/30/58
1/8/60
R.8/26/60

DE MARCO, Paddy 4/2/54

DE MILLE, Agnes 11/14/58

DE SEVERSKY, Maj. Alexander P. 11/8/57

D'ESSENS 12/26/58
(Animals)

DE TOULOUSE-LAUTREC, Countess and Adm. Guy 2/5/60

DE WILDE, Brandon 1/29/54

DIOR, Christian 11/4/55

DOLLY, Rosie 10/24/58

DOOLITTLE, Gen. Jimmy 2/25/55

DORS, Diana 11/17/60

DOUGLAS, Jack 8/19/60

DOUGLAS, Kirk 10/13/60
2/1/57

DOUGLAS, Melvyn 7/29/60

DOUGLAS, Paul 1/25/57
(w/Jan Sterling)

DOUGLAS, Justice Wm. O.	11/5/54
DRAPER, Dorothy	5/17/57
DuMONT, Allen B.	6/17/55
DUNCAN, David	2/28/58
DuPONT, Pierre S.	12/9/55
DUROCHER, Leo (w/Laraine Day)	12/6/57
EBAN, Ambassador Abba	9/20/57
EATON, Cyrus	12/14/56
EDEN, Sir Anthony	1/15/60
EDWARDS, Ralph	11/2/56
EKBERG, Anita (w/Anthony Steel)	12/7/56
ELLINGTON, Duke	3/15/57
ELMAN, Mischa	12/27/57
ERNST, Morris	1/5/56
EVANS, Bob	6/20/58
EVANS, Maurice	1/26/54
FABIAN	5/6/60
FABRAY, Nanette	1/27/56
FADIMAN, Clifton	11/30/56
FAIRBANKS, Douglas Jr.	4/11/58
FARRELL, Eileen	11/27/59
FELLER, Bob	2/24/56
FERRER, Jose (w/Rosemary Clooney)	3/11/55
FISHER, Eddie	1/15/54
" w/Debbie Reynolds	2/10/56
FITZGERALD, Ella	6/3/60
FITZSIMMONS, Sonny Jim	5/18/56
FLEESON, Doris	5/23/58
FLEMING, Rhonda	9/20/57
FOGARTY, Anne	6/14/57
FONDA, Jane	11/10/60 R. 8/11/61
FORD, Frederick W.	7/22/60
FORD, Tennessee Ernie	3/1/57
FRANCIS, Arlene	3/25/55
FRANCIS, Connie	8/4/61
FULLER, A. C.	11/28/58
FURNESS, Betty	5/13/55
GABOR, Eva	12/4/53

GABOR, Zsa Zsa	6/5/59
GALBRAITH, John ~~Kenneth~~ W.	6/10/55
GALLUP, Dr. George	4/13/56
GAM, Rita	3/9/56
GARDNER, Erle Stanley	11/6/59
GARROWAY, Dave	10/12/56
GASSMAN, Vittorio	3/11/60 R.9/9/60
GAYNOR, Janet (w/Gilbert Adrian)	10/8/54
GENEVIEVE	1/23/59
GIBBS, Georgia	6/13/58
GIBSON, Althea	4/3/59
GIFFORD, Chloe	2/20/59
GILLESPIE, "Dizzy"	6/29/56
GIMBEL, Adam & Sophie	4/22/55
GINGOLD, Hermione	4/13/56
GISH, Lillian	11/19/54
GODFREY, Arthur	10/23/53
GOHEEN, Pres. Robert F.	10/10/58
GOLDBERG, Rube	3/6/59
GOLDEN, Harry	2/12/59
COLDWYN, Sam	2/19/54
GOODMAN, Benny	11/5/54
GORDON, Ruth (Garson Kanin)	6/19/59
GOREN, Charles	10/25/57
GORME, Eydie " w/Steve Lawrence	12/28/56 10/3/58
GOULD, Chester	3/22/57
GRAHAM, Billy	4/6/56
GRANGER, Stewart (w/Jean Simmons)	10/7/55
GRANVILLE, Bonita (Wrather)	2/27/59
GRAY, Dolores	9/27/57
GRAZIANO, Rocky	4/29/55
GRECO, Juliette	1/23/59
GREEN, Martyn	1/29/60
GRIFFITH, Andy	6/14/57

GRUENTHER, Gen. Alfred M.	11/29/57
GUNTHER, John	10/21/55
HAGERTY, James C.	1/29/54
HALSMAN, Philippe	6/24/60
HAMMARSKJOLD, Dag	10/22/54
HAMMERSTEIN, Oscar	5/13/55
HAMMOND, Caleb	11/15/57
HANDY, W. C.	6/3/55
HANEY, Carol	6/17/55
HARRIMAN, Averell	11/13/59
HARRIS, Julie	10/21/55
HARRISON, Rex (w/Lilli Palmer)	3/5/54
HART, Moss (Kitty Carlisle)	5/8/59
HARTFORD, Huntington	1/16/59
HAVOC, June	10/4/57
HAYES, Helen	1/14/55
HAYES, Peter Lind (w/ Mary Healy)	5/20/55
HEAD, Edith	10/16/59
HEALY, Mary (w/Peter Lind Hayes)	5/20/55
HEISS, Carol	11/29/57
HERRMAN, James	4/11/58
HESTON, Charlton	10/14/55
HICKMAN, Herman	10/26/56
HIGGINS, Marguerite	12/18/53
HILDEGARDE	5/7/54
HILTON, Conrad	3/18/55
HOLDEN, Bill	1/28/55
HOLLIDAY, Judy	2/28/58
HOOVER, Herbert	5/13/60
HOPE, Bob	6/10/55
HOPPER, Hedda	4/22/60
HUMPHREY, George	3/12/54
HUNTER, Kim	2/22/57
HURST, Fannie	6/18/54
IVES, Burl	4/20/56
JACKSON, Mahalia	3/28/58

JAMES, Joni	11/26/54
JEANMAIRE, Renee & Roland Petite	1/1/54 2/19/60 R.8/12/60
JESSEL, George	1/2/59
JOHNSTON, Eric	10/11/57
JONES, James	1/10/58
JONES, Shirley	2/24/56
JONES, Spike	7/7/61
JOSEPH, Richard	6/15/56
KALTENBORN, H.V.	1/13/56
KANIN, Garson (Ruth Gordon)	6/19/59
KARSH, Yousuf	1/9/59
KELLY, Emmett	3/26/54
KELLY, Gene	12/19/58
KELLY, Walt	1/1/54
KENNEDY, Sen. John F.	10/30/53 9/29/60
KENNEDY, Robert	9/13/57
KERR, Deborah	5/14/54
KHAN, Aly	12/5/58
KIMBROUGH, Emily	6/29/56
KINTNER, Earl	5/20/60
KIRK, Lisa	5/31/57
KITT, Eartha	9/10/54
KNIGHT, Frances (w/Wayne Parrish)	4/18/58
KOLLMAR, Dorothy & Dick	1/20/56
KOVACKS, Ernie (w/Edith Adams)	6/24/55
LAHR, Bert	9/17/54
LAINE, Frankie	1/4/57
LAMAS, Fernando (w/Arlene Dahl)	12/6/57
LANGNER, Lawrence	9/2/60
LARSON, Arthur	3/29/57
LASKER, Mrs. Mary	5/22/59
LAURANT, Louis (Red Cap)	7/2/54
LAWRENCE, Steve (w/Eydie Gorme)	10/3/58
LEE, Gypsy Rose	2/8/57
LEE, Mrs. John G.	2/8/57
LEE, Peggy	10/20/60

LEHMAN, Sen. Herbert H.	1/25/57
LEIBOWITZ, Judge Samuel	5/28/54
LEIGH, Janet (w/Tony Curtis)	11/12/54
LE MAY, Gen. Curtis E.	5/20/55
LEMMON, Jack	10/23/59
LEONARD, Jack E.	11/30/56
LEVENSON, Sam	2/21/58
LEVI, Carlo	4/15/60
LEWIS, Jerry (w/Dean Martin)	7/2/54
"(alone)	9/26/58
LEWIS, Joe E.	11/2/56
LEWIS, Robert Q.	11/19/54
LEWIS, Shari	11/13/59
LEWIS, Ted	3/8/57
LIBERACE	1/5/56
LILLIE, Bea	5/18/56
LINDSAY, Howard (w/Dorothy Stickney)	4/26/57
LINKLETTER, Art	11/15/57
LINN, Bambi (w/Rod Alexander)	6/22/56
LIST, Eugene	10/30/59
LITTLE, Lou	10/29/54
LOEB, Gerold M.	6/5/59
LOEWY, Raymond	3/23/56
LOGAN, Josh (w/Audrey Meadows)	3/27/59
LOLLOBRIGIDA, Gina	2/7/58
LOMBARDO, Guy	6/18/54
LONDON, Julie	9/13/57
LOREN, Sophia	3/21/58
LOUIS, Joe	11/27/53
LUCKMAN, Charles	4/22/60
LYONS, Leonard	12/16/55
MAC DONALD, Jeanette (w/Gene Raymond)	10/31/58
MAC KENZIE, Gisele	11/11/55
MAC LAINE, Shirley	3/6/59
MAC RAE, Gordon & Sheila	6/24/60

MADIGAN, Warden Paul J. (Alcatraz)	5/3/57
MAKINS, Sir Roger	11/27/53
MANGANO, Sylvana	3/4/60
MANSFIELD, Jayne	5/4/56 10/6/60 R.7/7/61
MARCH, Frederick	12/2/55
MARCH, Hal	4/6/56
MARCIANO, Rocky (w/Ezzard Charles and Jersey Joe Walcott)	6/11/54
"(alone)	6/1/56
MARKOVA, Alicia	3/4/55
MARLBOROUGH, Duke & Duchess	12/11/59 R. 6/10/60
MARSHALL, Mrs. Catherine	12/30/55
MARTIN, Dean (w/Jerry Lewis)	7/2/54
"(alone)	2/7/58
MARTIN, Mary	4/30/54
MARTIN, Tony (w/Cyd Charisse)	6/1/56
MARX, Groucho	4/9/54
MARX, Harpo	1/3/58
MASON, James	10/16/59
MASSEY, Raymond	3/9/56
MATA & HARI	10/17/58
MAXWELL, Elsa	11/6/53
MAY, Elaine	9/23/60
MC BRIDE, Mary Margaret	12/3/54
MC CLELLAN, Sen. John L.	5/24/57
MC CORMICK, Edward T.	10/18/57
MC CUTCHEON, Bill	10/23/53
MC DOWALL, Roddy	9/23/60 R.8/18/61
MC GARVEY, Michael (Mailman)	12/25/53
MC GUIRE Sisters	11/24/60
MC KENNA, Siobhan	11/16/56
MC NEILL, Don	11/21/58
MEANDOWS, Audrey & Jayne	4/23/54
MEANY, George	1/8/54
MEDARIS, Gen. John B.	2/14/58
MEDINA, Judge Harold R.	4/15/55 11/20/59

MENON, Krishna	12/4/53
MENUHIN, Yehudi	4/29/55
MERCER, Johnny	7/28/61
MEREDITH, Burgess	6/21/57
MERMAN, Ethel	9/9/55
MERRILL, Gary (w/Bette Davis)	9/21/56
MESTA, Perle	9/17/54
MEYER, Eugene	11/25/55
MEYNER, Gov. Robt. B.	12/13/57
MIKAN, George	2/19/54
MILLER, Mitch	12/2/55
MILSTEIN, Nathan	11/23/56
MINEO, Sal	12/14/56
MINSKY, Harold	11/18/55
MITCHELL, Guy	5/10/57
MITCHELL, James P.	4/9/54
MITCHELL, Jan	3/21/58
MITROPOULOS, Dimitri	3/22/57
MONROE, Marilyn	4/8/55
MONROE, Vaughn	12/10/54
MONTAND, Yves (w/Simone Signoret)	4/8/60
MONTELAGRE, Felicia (w/Leonard Bernstein)	9/23/55
MOORE, Archie	7/8/60
MOORE, Garry	2/4/55
MORELAND, Lighthouse Keeper Richard	6/22/56
MORGAN, Jane	1/9/59
MORGAN, Jaye P.	12/4/59
MUNSEL, Patrice	1/21/55
MURCHISON, Clint	3/25/55
MURRAY, Arthur	12/30/55
NEWCOMBE, Don	9/30/55
NEWMAN, Paul (w/Joanne Woodward)	12/26/58
NEWMAN, Ralph	2/10/56
NEWMAR, Julie	8/18/61
NICHOLS, Mike	9/23/60

NIELSON, A. C.	6/28/57
NILSON, Capt. Alfred	10/12/56
NIMITZ, Admiral Chester M.	1/4/57
NIXON, Vice President & Mrs. Richard	10/27/60
NORSTAD, Gen. Lauris	1/22/60
NORTON, Bob	12/18/53
NOVAK, Kim	12/16/55 10/6/60 R. 7/21/61
NUTTING, Anthony	9/16/55
O'BRIAN, Hugh	7/1/60
O'BRIEN, Margaret	6/6/58
O'BRIEN, Pat	8/19/60
O'CONNOR, Basil	12/20/57
ODLUM, Floyd (w/Jacqueline Cochran)	5/21/54
ORMANDY, Eugene	10/8/54
OWENS, Jesse	9/23/55
PAAR, Jack	11/22/57
PACKARD, Vance	12/4/59
PAGE, Patti	2/17/56
PALEWSKY, Gaston	3/4/60
PALMER, Lilli (w/Rex Harrison)	3/5/54
PARKER, Suzy	12/21/56 2/5/60
PARNIS, Mollie	9/9/55
PARRISH, Wayne (w/Frances Knight)	4/18/58
PARSONS, Louella	11/7/58
PATACHOU	9/1/60
PATCHETT, Jean	1/28/55
PATTERSON, Russell	10/31/58
PAUL, Les & Mary Ford	2/2/55
PEALE, Dr. Norman Vincent	12/17/54
PEARSON, Drew	1/27/56
PEERCE, Jan	11/16/56
PENNEY, J.C.	5/31/57
PERKINS, Tony	10/18/57
PETERS, Roberta	4/26/57

PETERSON, Val	11/13/53
PETRILLO, James C.	10/16/53
PHILLIPE of the Waldorf	6/8/56
PICKETT, Clarence	4/1/55
PINZA, Ezio	3/5/54
PONS, Lily	2/5/54
PORTER, Sylvia	10/27/56
POSTON, Tom	5/29/59
POWELL, Dick (w/June Allyson)	9/2/55
POWELL, Jane	8/4/61
POWER, Tyrone	12/20/57
PRICE, Vincent	10/17/58
PRIEST, Ivy Baker	12/19/58
PUSEY, Dr. Nathan M.	2/5/54
QUINN, Anthony	5/2/58
RAGEN, Warden Jos. E.	2/18/55
RAHILLY, James (Bus Driver)	2/3/56
RANDALL, Tony	1/23/59
RATHBONE, Basil	1/11/57
RAY, Johnny	5/25/56
RAYE, Martha	10/15/54
REES, Nan	2/12/54
REISEL, Victor	10/10/58
REMICK, Lee	6/26/59
RENAUD, Line	2/12/60
REYNOLDS, Debbie (w/Eddie Fisher)	2/10/56
RICHARDSON, Sir Ralph	1/15/60 R.8/12/60
RINEHART, Mary Roberts	11/9/56
RITCHARD, Cyril	1/31/58
RIZZUTO, Phil	5/7/54
ROBB, Inez	12/12/58
ROBBINS, Jerome	6/12/59
ROBINSON, Jackie	1/18/57
ROBINSON, Sugar Ray	11/8/57
ROCCA, Antonino	2/20/59
ROCKEFELLER, Winthrop	10/4/57

ROCKWELL, Norman	2/6/59
RODGERS, Richard	11/6/53
ROEBLING, Mary	11/21/58
ROGERS, Ginger	3/7/58
ROGERS, Roy & Dale Evans	3/4/55
ROGERS, Att'y. Gen. Wm.	6/20/58
ROMANOFF, Mike	10/23/59
ROMERO, Cesar	7/22/60
ROMULO, Carlos	7/29/60
ROONEY, Mickey	5/4/56
ROOSEVELT, Eleanor	1/22/54
ROOSEVELT, Mrs. Theodore Jr.	11/11/55
ROSE, Billy	1/14/55
ROSENBERG, Anna	6/12/59
ROWLANDS, Gena (w/John Cassavetes)	1/17/58
RUBINSTEIN, Artur	5/10/57
RUSK, Dr. Howard	2/27/59
RUSSELL, Harold	10/7/55
RUSSELL, Jane	3/2/56
RUTH, Mrs. Babe	4/17/59
RYAN, Robert	7/1/60
SAINT, Eva Marie	9/24/54
SARDI, Vincent, Jr.	5/15/59
SARNOFF, David	3/12/54
SCHARY, Dore	5/16/58
SCHIAPARELLI, Elsa	3/18/60 R.9/9/60
SCHULBERG, Budd	3/13/59
SCOTT, Raymond (w/Dorothy Collins)	9/16/55
SEBERG, Jean	11/3/60
SELTZER, Louis	2/26/54
SEYMOUR, Whitney North	4/24/59
SHEPHERD, Gen. Lemuel C. Jr.	6/25/54
SHERRILL, Bishop Henry Knox	1/3/58
SHERWOOD, Roberta	2/1/57
SHOR, Toots	2/11/55
SHORE, Dinah	1/7/55
SHOTWELL, James T.	12/11/53

SIGNORET, Simone (w/Ives Montand)	4/8/60
SILVER, Rabbi Abba Hillel	11/12/54
SILVERCRUYS, Baron	5/11/56
SILVERS, Phil	11/18/55 11/3/60
SIMMONS, Jean (w/Stewart Granger)	10/7/55
SIMON, Richard	10/16/53
SINATRA, Frank	9/14/56
SKINNER, Cornelia Otis	6/3/55
SLEZAK, Walter	11/22/57
SMEDBERG, Rear Admiral Wm. F.	9/27/57
SMITH, Alexis (w/Craig Stevens)	5/20/60
SMITH, Bob (Howdy Doody)	4/23/54
SMITH, H. Allen	6/28/57
SMITH, Red	1/30/59
SMITH, Robert Paul	6/13/58
SORRELL, Capt. Donald	1/22/54
SOTHERN, Ann	12/5/58
SPILLANE, Mickey	3/19/54
STACK, Robert	6/3/60
STEBER, Eleanor	3/20/59
STEEL, Anthony (w/Anita Ekberg)	12/7/56
STERLING, Jan (w/Paul Douglas)	1/25/57
STERN, Isaac	4/24/59
STEVENS, Craig (w/Alexis Smith)	5/20/60
STEVENS, George	11/24/60
STEVENS, Rise	12/17/54
STEVENSON, Adlai	2/12/54
STICKNEY, Dorothy (w/Howard Lindsay)	4/26/57
STOKOWSKI, Leopold	10/2/53
STONE, Edward	2/14/58
STORM, Gale	5/1/59
STRASBERG, Susan	12/28/56
STRAUSS, Admiral Lewis	10/5/56
STYNE, Jule	5/15/59

SULLIVAN, Ed	12/11/53
SUZUKI, Pat	11/28/58
SWANSON, Gloria	4/2/54
SWARTHOUT, Gladys	2/15/57
TAYLOR, Elizabeth (w/Mike Todd)	4/5/57
TAYLOR, Henry Francis	1/7/55
TAYLOR, Gen. Maxwell	10/28/55
TEMPLETON, Alec	9/3/54
TERRAIL, Claude	12/25/59 R. 9/16/60
TEX & JINX	6/15/56
THOMAS, Danny	12/23/55
THOMAS, Lowell	12/10/54
THOMPSON, Dorothy	5/25/56
THOMPSON, Kay	11/9/56
TILSTROM, Burr	12/23/55
TODD, Mike (w/Elizabeth Taylor)	4/5/57
TOUR D'ARGENT (Claude Terrail)	12/25/59 R. 9/16/60
TRAUBEL, Helen	2/26/54
TREVOR, Claire	7/14/61
TRUMAN, President Harry S.	5/27/55
TRUMAN, Margaret	5/27/55
TUCKER, Richard	12/12/58
TUCKER, Sophie	4/15/55
TURNER, Keith (Farmer)	1/20/56
U NU, Prime Minister	7/1/55
USTINOV, Peter	5/16/58
VADIM, Roger	4/8/60
VALENTINA	10/9/53
VAN BUREN, Abigail	10/3/58
VANDERBILT, Amy	6/24/55
VAN DERBUR, Marilyn	11/1/57
VAN DOREN, Charles	3/7/58
VAN DOREN, MAMIE	9/8/61
VAN DOREN, Mark	4/5/57
VATICAN	4/1/60 R.8/5/60
VEECK, Bill	5/22/59
VERDON, Gwen	1/29/60

WAGNER, Mayor Robert F.	6/4/54
WALCOTT, Jersey Joe (w/Rocky Marciano and Ezzard Charles)	6/11/54
WALLACE, Henry	4/12/57
WATERS, Ethel	1/8/54
WEAVER, Sylvester (Pat)	2/3/56
WEBB, Jack	10/30/59
WELCH, Joseph	9/14/56
WELK, Lawrence	11/23/56
WELLES, Orson	11/25/55
WHITCOMB, Jon	9/28/56
WHITE, Teddy	11/20/53
WHITE, Walter	10/1/54
WILLIAMS, Andy	7/21/61
WILLIAMS, Edward Bennett	3/14/58
WILLIAMS, Esther	2/11/55 10/13/60 R. 8/25/61
WILLIAMS, Roger	10/24/58
WILKIE, Mrs. Wendell	2/21/58
WILSON, Earl	5/21/54
WILSON, Julie	6/7/57
WINCHELL, Paul	3/16/56
WINDSOR, Duke & Duchess of	9/28/56
WINSOR, Kathleen	2/4/55
WINTERS, Jonathan	3/14/58
WINTERS, Shelley	10/19/56
WOOD, Peggy	12/31/54
WOODWARD, Joanne	12/27/57
" and Paul Newman	12/26/58
WRATHER, Jack (Bonita Granville)	2/27/59
WRIGHT, Russell	4/18/58
ZIMBALIST, Efrem Jr.	8/11/61
ZORACH, William	3/15/58

P to P

REVISED: 9/23/60

"PERSON TO PERSON" GUEST LIST

(alphabetized)

ADAMS, Cedric 6/8/56

ADAMS, Edith (w/Ernie Kovacks) 6/24/55

ADAMS, Joey 10/25/57

ADAMS, Sherman 3/30/56

ADLER, Felix 3/29/57

ADRIAN, Gilbert (w/Janet Gaynor) 10/8/54

ALBERGHETTI, Anna Maria 4/4/58

ALBERT, Eddie 9/2/60

ALEXANDER, Rod (w/Bambi Linn) 6/22/56

ALI, Prime Minister Mohammed 10/15/54

ALLEN, Mel 4/19/57

ALLEN, Steve 2/18/55
" " 12/22/60
(w Jayne Meadows)

ALLYSON, June (w/Dick Powell) 9/2/55

ALPHAND, Ambassador Herve 1/11/57

ALSOP, Stewart 3/8/57

AMECHE, Don 12/21/56

AMORY, Cleveland 4/17/59

ANDERSON, Marian 10/29/54

ANDERSON, Comdr. Wm. 9/26/58

ANDREWS, Dana 5/6/60

ANDREWS, T. Coleman 3/11/55

ARCARO, Eddie 6/6/58

ARMOUR, Tommy 5/8/59

ARQUETTE, Cliff	3/18/60 R.9/16/60	BANCROFT, Anne	3/11/60 (R. 6/10/60)
ASTAIRE, Fred	6/7/57		
ASTOR, MARY	11/10/60	BANKHEAD, Tallulah	11/20/53
ATKINSON, Ted	4/12/57		
		BARBER, Red	1/17/58
AUMONT, Jean Pierre (w/Marisa Pavan)	12/25/59		
		BARGUIBA, Habib, Jr.	2/19/60
AUTRY, Gene	7/8/60	BARRYMORE, Ethel	5/6/55
AVALON, Frankie	5/6/60	BAY, Mrs. Charles Ulrick	1/24/58
BACALL, Lauren (w/Humphrey Bogart)	9/3/54		
		BEECHAM, Sir Thomas	4/8/55
BACHARACH, Bert	10/14/55	BELLAMY, Ralph	5/11/56
BAILLIE, Hugh	6/26/59	BEMELMANS, Ludwig	12/7/56
BAIRD, Bill & Cora	11/13/53	BENNETT, Constance	4/19/57
BAKER, Carroll	3/28/58	BENSON, Ezra Taft	9/24/54
BALDWIN, Faith	5/24/57	BENTON, Thomas Hart	4/10/59
BALMAIN, Pierre	1/8/60	BERG, Gertrude	6/4/54
		BERGAN, Polly	11/8/60

BERLE, Milton	4/3/59	BORGE, Victor	12/24/54
BERLITZ, Charles	6/27/58	BOSWELL, Connee	7/1/55
BERMAN, Shelley	11/17/60		
BERNSTEIN, Leonard (w/Felicia Montelagre)	9/23/55	BOURKE-WHITE, Margaret	9/2/55
BERRA, Yogi	4/22/55	BRANDO, Marlon	4/1/55
Bishop, Joey	12/1/60		
BLACKSTONE, Harry	10/19/56	BRENNAN, Terry	10/28/55
BLAIK, Earl (Red)	10/9/53	BROWN, John Mason	1/21/55 ✓
BLAINE, Vivian	6/27/58	BUCHWALD, Art	2/12/60 8/26/60
BLAIR, Janet	6/25/54	BUCK, Pearl	3/16/56
BLANDING, Sara Gibson	3/13/59	BUNCHE, Dr. Ralph	1/15/54
BLOCK, Herbert	6/21/57	BURPEE, David	2/15/57
		Burr, Raymond	10/20/60
BLONDELL, Joan	4/10/59	BURROWS, Abe	12/9/55
BLOOM, Claire	2/12/59	BURTON, Justice Harold M.	11/7/58
BOGART, Humphrey (w/Lauren Bacall)	9/3/54	BUSH, Vannevar	4/27/56

BUTTONS, Red 3/18/55

BYRD, Admiral Richard 3/23/56

BYRNES, Gov. James 3/20/59

CAESAR, Sid 10/1/54

CAFRITZ, Mr. & Mrs. Morris 9/30/55

CALLAS, Maria 1/24/58

CALLOWAY, Cab 3/2/56

CAMPANELLA, Roy 10/2/53 & 1/2/59

CANIFF, Milton 2/17/56

CANNON, Jimmy 3/27/59

CANTOR, Eddie 10/5/56

CAPP, Al 11/27/59

CARMINES, Frank (Macy's) 12/25/53

CARON, Leslie 12/11/59

CARSON, Mindy 5/28/54

CARTER, Jack 5/23/58

CASSAVETES, John (w/Gena Rowlands) 1/17/58

CASTRO, Fidel 2/6/59

CERF, Bennett 4/4/58

CHAGLA, Amb. M.A.C. 6/19/59

CHAMPION, Marge & Gower 11/6/59

CHANNING, Carol 1/13/56

CHAPMAN, Ceil 3/30/56

CHARISSE, Cyd (w/Tony Martin) 6/1/56

CHARLES, Ezzard (w/Rocky Marciano & Jersey Joe Walcott)	6/11/54	COLE, Nat King	11/1/57
CHASE, Barrie	4/15/60	COLLINGWOOD, Charles	5/6/55
CHASE, Ilka	11/20/59	COLLINS, Dorothy (w/Raymond Scott)	9/16/55
CHEVALIER, Maurice	5/2/58 1/1/60	CONANT, Dr. James B.	4/25/58
CHRISTENBERRY, Robert	9/10/54	CONOVER, Harry	4/20/56
CHRISTIAN, LINDA	12/1/60		
CLARK, Dick	4/25/58	CONSIDINE, Bob	9/21/56
CLARK, Wilbur	5/17/57	COREY, Jill	10/11/57
CLIBURN, Van	5/30/58	CORUM, Bill	4/30/54
CLOONEY, Rosemary (w/Jose Ferrer)	3/11/55	COWARD, Noel	4/27/56
COCA, Imogene	3/26/54	COWLES, Fleur	3/19/54
COCHRAN, Jacqueline (w/Floyd Odlum)	5/21/54	COX, Wally	5/14/54
COLBY, Anita	1/31/58	CRONYN, Hume (w/Jessica Tandy)	1/10/58

CROSBY, Bing 12/3/54

CROUSE, Russell 11/14/58

CUGAT, Xavier 3/1/57

CULLEN, Bill 1/18/57

CUMMINGS, Bob 12/13/57

CURLEY, James Michael 5/3/57

CURTIS, Tony 11/12/54
(w/Janet Leigh)

CUSHING, Archbishop Richard J. 4/16/54

DACHE, Lily 4/16/54

DAGMAR (Danny Dayton) 1/30/59

DAHL, Arlene 12/6/57
(w/Fernando Lamas)

DALI, Salvador 12/31/54

DALY, John 12/24/54

DANIEL, M.Sgt. Wm.E. 5/29/59

DARCEL, Denise 10/22/54

DAVIDSON, Gen. Harrison H. 2/22/57

DAVIS, Bette 9/21/56
(w/Gary Merrill)

DAVIS, Meyer 1/16/59

DAVIS, Sammy Jr. 11/4/55

DAWKINS, Cadet Peter 5/1/59

DAY, Laraine 12/6/57
(w/Leo Durocher)

DEAN, Gen. William F. 10/30/53

DE HAVILLAND, Olivia 5/30/58
1/8/60
8/26/60

LE MARCO, Paddy 4/2/54

DE MILLE, Agnes 11/14/58

DE SEVERSKY, Maj. Alexander P. 11/8/57

D'ESSENS (Animals) 12/26/58

DE TOULOUSE-LAUTREC, Countess and Adm. Guy 2/5/60

DE WILDE, Brandon 1/29/54

DIOR, Christian 11/4/55

DOLLY, Rosie 10/24/58

DOOLITTLE, Gen. Jimmy 2/25/55

DORS,

DOUGLAS, Jack 8/19/60

DOUGLAS, Kirk 2/1/57

" " 10/13/60

DOUGLAS, Melvyn 7/29/60

DOUGLAS, Paul (w/Jan Sterling) 1/25/57

DOUGLAS, Justice Wm. O. 11/5/54

DRAPER, Dorothy 5/17/57

DuMONT, Allen B. 6/17/55

DUNCAN, David 2/28/58

DuPONT, Pierre S. 12/9/55

DUROCHER, Leo (w/Laraine Day) 12/6/57

EBAN, Ambassador Abba	9/20/57	FABIAN	5/6/60
EATON, Cyrus	12/14/56	FABRAY, Nanette	1/27/56
EDEN, Sir Anthony	1/15/60	FADIMAN, Clifton	11/30/56
EDWARDS, Ralph	11/2/56	FAIRBANKS, Douglas Jr.	4/11/58
EKBERG, Anita (w/Anthony Steel)	12/7/56	FARRELL, Eileen	11/27/59
ELLINGTON, Duke	3/15/57	FELLER, Bob	2/24/56
ELMAN, Mischa	12/27/57	FERRER, Jose (w/Rosemary Clooney)	3/11/55
ERNST, Morris	1/5/56	FISHER, Eddie	1/15/54
		" w/ Debbie Reynolds	2/10/56
EVANS, Bob	6/20/58		
		FITZGERALD, Ella	6/3/60
EVANS, Maurice	1/26/54		
		FITZSIMMONS, Sonny Jim	5/18/56

FLEESON, Doris	5/23/58	GALBREATH, John	6/10/55
FLEMING, Rhonda	9/20/57	GALLUP, Dr. George	4/13/56
FOGARTY, Anne	6/14/57	GAM, Rita	3/9/56
FONDA, JANE	11/10/60		
FORD, Frederick W.	7/22/60	GARDNER, Erle Stanley	11/6/59
FORD, Tennessee Ernie	3/1/57	GARROWAY, Dave	10/12/56
FRANCIS, Arlene	3/25/55	GASSMAN, Vittorio	3/11/60 R.9/9/60
FULLER, A.C.	11/28/58		
		GAYNOR, Janet (w/Gilbert Adrian)	10/8/54
FURNESS, Betty	5/13/55		
		GENEVIEVE	1/23/59
GABOR, Eva	12/4/53		
" "	11/15/60	GIBBS, Georgia	6/13/58
GABOR, Zsa Zsa	6/5/59		
		GIBSON, Althea	4/3/59

GIFFORD, Chloe	2/20/59	GORDON, Ruth (Garson Kanin)	6/19/59
GILLESPIE, "Dizzy"	6/29/56	GOREN, Charles	10/25/57
GIMBEL, Adam & Sophie	4/22/55	GORME, Eydie	12/28/56
		" w/Steve Lawrence	10/3/58
GINGOLD, Hermione	4/13/56		
		GOULD, Chester	3/22/57
GISH, Lillian	11/19/54		
		GRAHAM, Billy	4/6/56
GODFREY, Arthur	10/23/53		
		GRANGER, Stewart (w/Jean Simmons)	10/7/55
GOHEEN, Pres. Robt. F.	10/10/58		
		GRANVILLE, Bonita (Wrather)	2/27/59
GOLDBERG, Rube	3/6/59		
GOLDEN, Harry	2/12/59	GRAY, Dolores	9/27/57
GOLDWYN, Sam	2/19/54	GRAZIANO, Rocky	4/29/55
GOODMAN, Benny	11/5/54	GRECO, Juliette	1/23/59

GREEN, Martyn 1/29/60

GRIFFITH, Andy 6/14/57

GRUENTHER, Gen. Alfred M. 11/29/57

GUNTHER, John 10/21/55

HAGERTY, James C. 1/29/54

HALSMAN, Philippe 6/24/60

HAMMARSKJOLD, Dag 10/22/54

HAMMERSTEIN, Oscar 5/13/55

HAMMOND, Caleb 11/15/57

HANDY, W. C. 6/3/55

HANEY, Carol 6/17/55

HARRIMAN, Averell 11/13/59

HARRIS, Julie 10/21/55

HARRISON, Rex (w/Lilli Palmer) 3/5/54

HART, Moss (Kitty Carlisle) 5/8/59

HARTFORD, Huntington 1/16/59

HAVOC, June 10/4/57

HAYES, Helen 1/14/55

HAYES, Peter Lind (w/Mary Healy) 5/20/55

HEAD, Edith 10/16/59

HEALY, Mary (w/Peter Lind Hayes)	5/20/55
HEISS, Carol	11/29/57
HERRMAN, James	4/11/58
HESTON, Charlton	10/14/55
HICKMAN, Herman	10/26/56
HIGGINS, Marguerite	12/18/53
HILDEGARDE	5/7/54
HILTON, Conrad	3/18/55
HOLDEN, Bill	1/28/55
HOLLIDAY, Judy	2/28/58
HOOVER, Herbert	5/13/60
HOPE, Bob	6/10/55
HOPPER, Hedda	4/22/60
HUMPHREY, George	3/12/54
HUNTER, Kim	2/22/57
HURST, Fannie	6/18/54
IVES, Burl	4/20/56
JACKSON, Mahalia	3/28/58
JAMES, Joni	11/26/54
JEANMAIRE, Renee & Roland Petite	1/1/54 2/19/60 R.8/12/60
JESSEL, George	1/2/59

JOHNSTON, Eric	10/11/57	KENNEDY, Robert	9/13/57
JONES, James	1/10/58	KERR, Deborah	5/14/54
JONES, Shirley	2/24/56	KHAN, Aly	12/5/58
Jones, Spike	12/8/60		
JOSEPH, Richard	6/15/56	KIMBROUGH, Emily	6/29/56
KALTENBORN, H.V.	1/13/56	KINTNER, Earl	5/20/60
KANIN, Garson (Ruth Gordon)	6/19/59	KIRK, Lisa	5/31/57
KARSH, Yousuf	1/9/59	KITT, Eartha	9/10/54
KELLY, Emmett	3/26/54	KNIGHT, Frances (w/Wayne Parrish)	4/18/58
KELLY, Gene	12/19/58	KOLLMAR, Dorothy & Dick	1/20/56
KELLY, Walt	1/1/54		
		KOVACKS, Ernie (w/Edith Adams)	6/24/55
KENNEDY, Sen. John F.	10/30/53		
" " "	9/29/60		

LAHR, Bert 9/17/54

LAINE, Frankie 1/4/57

LAMAS, Fernando (w/Arlene Dahl) 12/6/57

LANGNER, Lawrence 9/2/60

LARSON, Arthur 3/29/57

LASKER, Mrs. Mary 5/22/59

LAURANT, Louis (Red Cap) 7/2/54

LAURENCE, Steve (w/Eydie Gorme) 10/3/58

LEE, Gypsy Rose 2/8/57

LEE, Mrs. John G. 2/8/57

Lee, Peggy 10/20/60

LEHMAN, Sen. Herbert H. 1/25/57

LEIBOWITZ, Samuel 5/28/54

LEIGH, Janet (w/Tony Curtis) 11/12/54

LE MAY, Gen. Curtis E. 5/20/55

LEMMON, Jack 10/23/59

LEONARD, Jack E. 11/30/56

LEVENSON, Sam 2/21/58

LEVI, Carlo 4/15/60

LEWIS, Jerry (w/Dean Martin) 7/2/54

" (alone) 9/26/58

LEWIS, Joe E.	11/2/56	LITTLE, Lou	10/29/54
LEWIS, Robert Q.	11/19/54	LOEB, Gerold M.	6/5/59
LEWIS, Shari	11/13/59	LOEWY, Raymond	3/23/56
LEWIS, Ted	3/8/57	LOGAN, Josh (Audrey Meadows)	3/27/59
LIBERACE	1/5/56	LOLLOBRIGIDA, Gina	2/7/58
LILLIE, Bea	5/18/56	LOMBARDO, Guy	6/18/54
LINDSAY, Howard (w/Dorothy Stickney)	4/26/57	LONDON, Julie	9/13/57
LINKLETTER, Art	11/15/57	LOREN, Sophia	3/21/58
LINN, Bambi (w/Rod Alexander)	6/22/56	LOUIS, Joe	11/27/53
LIST, Eugene	10/30/59	LUCKMAN, Charles	4/22/60

LYONS, Leonard 12/16/55

MAC DONALD, Jeanette 10/31/58
(w/Gene Raymond)

MAC KENZIE, Gisele 11/11/55

MAC LAINE, Shirley 3/6/59

MAC RAE, Gordon & Sheila 6/24/60

MADIGAN, Warden Paul J. 5/3/57
(Alcatraz)

MAKINS, Sir Roger 11/27/53

MANGANO, Sylvana 3/4/60

MANSFIELD, Jayne 5/4/56
" " 10/6/60

MARCH, Frederick 12/2/55

MARCH, Hal 4/6/56

MARCIANO, Rocky 6/11/54
(w/Ezzard Charles
and Jersey Joe Walcott)

" (alone) 6/1/56

MARKOVA, Alicia 3/4/55

MARLBOROUGH, Duke & Duchess
12/11/59
R.6/10/60

MARSHALL, Mrs. Catherine
12/30/55

MARTIN, Dean 7/2/54
(w/Jerry Lewis)

" (alone) 2/7/58

MARTIN, Mary 4/30/54

MARTIN, Tony 6/1/56
(w/Cyd Charisse)

MARX, Groucho 4/9/54

MARX, Harpo 1/3/58

MASON, James 10/16/59

MASSEY, Raymond 3/9/56

MATA & HARI 10/17/58

MAXWELL, Elsa 11/6/53

MAY, Elaine 9/23/60

MC BRIDE, Mary Margaret 12/3/54

MC CLELLAN, Sen. John L. 5/24/57

MC CORMICK, Edward T. 10/18/57

MC CUTCHEON, Bill 10/23/53

MC DOWALL, Roddy 9/23/60

MC GARVEY, Michael (Mailman) 12/25/53

McGuire Sisters 11/24/60

MC KENNA, Siobhan 11/16/56

MC NEILL, Don 11/21/58

MEADOWS, Audrey & Jayne 4/23/54

Meadows, Jayne 11/22/60 (w. Steve Allen)

MEANY, George 1/8/54

MEDARIS, Gen. John B. 2/14/58

MEDINA, Judge Harold R. 4/15/55 11/20/59

MENON, Krishna 12/4/53

MENUHIN, Yehudi	4/29/55	MINEO, Sal	12/14/56
MEREDITH, Burgess	6/21/57	MINSKY, Harold	11/18/55
MERMAN, Ethel	9/9/55	MITCHELL, Guy	5/10/57
MERRILL, Gary (w/Bette Davis)	9/21/56	MITCHELL, James P.	4/9/54
MESTA, Perle	9/17/54	MITCHELL, Jan	3/21/58
MEYER, Eugene	11/25/55	MITROPOULOS, Dimitri	3/22/57
MEYNER, Gov. Robt. B.	12/13/57	MONROE, Marilyn	4/8/55
MIKAN, George	2/19/54	MONROE, Vaughn	12/10/54
MILLER, Mitch	12/2/55	MONTAND, Yves (w/Simone Signoret)	4/8/60
MILSTEIN, Nathan	11/23/56	MONTELAGRE, Felicia (w/Leonard Bernstein)	9/23/55

MOORE, Archie 7/8/60

MOORE, Garry 2/4/55

MORELAND, Lighthouse Keeper
Richard 6/22/56

MORGAN, Jane 1/9/59

MORGAN, Jaye P. 12/4/59

MUNSEL, Patrice 1/21/55

MURCHISON, Clint 3/25/55

MURRAY, Arthur 12/30/55

NEWCOMBE, Don 9/30/55

NEWMAN, Paul 12/26/58
(w/Joanne Woodward)

NEWMAN, Ralph 2/10/56

NICHOLS, Mike 9/23/60

NIELSON, A.C. 6/28/57

NILSON, Capt. Alfred 10/12/56

NIMITZ, Admiral Chester W. 1/4/57

NIXON, V.P. RICHARD 10/27/60
TMES.

NORSTAD, Gen. Lauris 1/22/60

NORTON, Bob 12/18/53

NOVAK, Kim 12/16/55
" " 10/6/60

NUTTING, Anthony 9/16/55

O'BRIAN, Hugh 7/1/60

O'BRIEN, Margaret 6/6/58

O'BRIEN, Pat 8/19/60

O'CONNOR, Basil 12/20/57

ODLUM, Floyd 5/21/54
(w/Jacqueline Cochran)

ORMANDY, Eugene 10/8/54

OWENS, Jesse 9/23/55

PAAR, Jack 11/22/57

PACKARD, Vance 12/4/59

PAGE, Patti 2/17/56

PALEWSKY, Gaston 3/4/60

PALMER, Lilli 3/5/54
(w/Rex Harrison)

PARKER, Suzy 12/21/56
2/5/60

PARNIS, Mollie 9/9/55

PARRISH, Wayne 4/18/58
(w/Frances Knight)

PARSONS, Louella 11/7/58

PATCHETT, Jean 1/28/55

PATTERSON, Russell 10/31/58

PAUL, Les & Mary Ford 2/2/55

PEALE, Dr. Norman Vincent
12/17/54

PEARSON, Drew 1/27/56

PEERCE, Jan	11/16/56	POSTON, Tom	5/29/59
PENNEY, J.C.	5/31/57	POWELL, Dick (w/June Allyson)	9/2/55
PERKINS, Tony	10/18/57	POWER, Tyrone	12/20/57
PETERS, Roberta	4/26/57	PRICE, Vincent	10/17/58
PETERSON, Val	11/13/53	PRIEST, Ivy Baker	12/19/58
PETRILLO, James C.	10/16/53	PUSEY, Dr. Nathan M.	2/5/54
PHILLIPE of the Waldorf	6/8/56	QUINN, Anthony	5/2/58
PICKETT, Clarence	4/1/55	RAGEN, Warden Jos.E.	2/18/55
PINZA, Ezio	3/5/54	RAHILLY, James (Bus Driver)	2/3/56
PONS, Lily	2/5/54	RANDALL, Tony	1/23/59
PORTER, Sylvia	10/27/56		

RATHBONE, Basil	1/11/57	RITCHARD, Cyril	1/31/58
RAY, Johnny	5/25/56	RIZZUTO, Phil	5/7/54
RAYE, Martha	10/15/54	ROBB, Inez	12/12/58
REES, Nan	2/12/54	ROBBINS, Jerome	6/12/59
REISEL, Victor	10/10/58	ROBINSON, Jackie	1/18/57
REMICK, Lee	6/26/59	ROBINSON, Sugar Ray	11/8/57
RENAUD, Line	2/12/60	ROCCA, Antonino	2/20/59
REYNOLDS, Debbie w/Eddie Fisher)	2/10/56	ROCKEFELLER, Winthrop	10/4/57
RICHARDSON, Sir Ralph	1/15/60 R.8/12/60	ROCKWELL, Norman	2/6/59
RINEHART, Mary Roberts	11/9/56	RODGERS, Richard	11/6/53
		ROEBLING, Mary	11/21/58

ROGERS, Ginger 3/7/58

ROGERS, Roy & Dale Evans 3/4/55

ROGERS, Att'y. Gen. Wm. 6/20/58

ROMANOFF, Mike 10/23/59

ROMERO, Cesar 7/22/60

ROMULO, Carlos 7/29/60

ROONEY, Mickey 5/4/56

ROOSEVELT, Eleanor 1/22/54

ROOSEVELT, Mrs. Theodore Jr. 11/11/55

ROSE, Billy 1/14/55

ROSENBERG, Anna 6/12/59

ROWLANDS, Gena (w/John Cassavetes) 1/17/58

RUBINSTEIN, Artur 5/10/57

RUSK, Dr. Howard 2/27/59

RUSSELL, Harold 10/7/55

RUSSELL, Jane 3/2/56

RUTH, Mrs. Babe 4/17/59

RYAN, Robert 7/1/60

SAINT, Eva Marie 9/24/54

SANDBURG, CARL 12/22/60

SARDI, Vincent, Jr. 5/15/59

SARNOFF, David 3/12/54

SCHARY, Dore 5/16/58

SCHIAPARELLI, Elsa 3/18/60
R.9/9/60

SCHULBERG, Budd 3/13/59

SCOTT, Raymond 9/16/55
(w/Dorothy Collins)

SEBERG, JEAN 11/3/60

SELTZER, Louis 2/26/54

SEYMOUR, Whitney North 4/24/59

SHEPHERD, Gen. Lemuel C. Jr.
6/25/54

SHERRILL, Bishop Henry Knox
1/3/58

SHERWOOD, Roberta 2/1/57

SHOR, Toots 2/11/55

SHORE, Dinah 1/7/55

SHOTWELL, James T. 12/11/53

SIGNORET, Simone 4/8/60
(w/Yves Montand)

SILVER, Rabbi Abba Hillel
11/12/54

SILVERCRUYS, Baron 5/11/56

SILVERS, Phil 11/18/55
" " 11/3/60

SIMMONS, Jean 10/7/55
(w/Stewart Granger)

SIMON, Richard 10/16/53

SINATRA, Frank 9/14/56

SKINNER, Cornelia Otis
6/3/55

SLEZAK, Walter 11/22/57

SMEDBERG, Rear Admiral Wm. F.
9/27/57

SMITH, Alexis (w/Craig Stevens)	5/20/60
SMITH, Bob (Howdy Doody)	4/23/54
SMITH, H. Allen	6/28/57
SMITH, Red	1/30/59
SMITH, Robert Paul	6/13/58
SORRELL, Capt. Donald	1/22/54
SOTHERN, Ann	12/5/58
SPILLANE, Mickey	3/19/54
STACK, Robert	6/3/60
STEBER, Eleanor	3/20/59
STEEL, Anthony (w/Anita Ekberg)	12/7/56
Stevens, George	11/24/60
STERLING, Jan (w/Paul Douglas)	1/25/57
STERN, Isaac	4/24/59
STEVENS, Craig (w/Alexis Smith)	5/20/60
STEVENS, Rise	12/17/54
STEVENSON, Adlai	2/12/54
STICKNEY, Dorothy (w/Howard Lindsay)	4/26/57
STOKOWSKI, Leopold	10/2/53
STONE, Edward	2/14/58
STORM, Gale	5/1/59
STRASBERG, Susan	12/28/56

STRAUSS, Admiral Lewis	10/5/56	TEX & JINX	6/15/56
STYNE, Jule	5/15/59	THOMAS, Danny	12/23/55
SULLIVAN, Ed	12/11/53	THOMAS, Lowell	12/10/54
SUZUKI, Pat	11/28/58	THOMPSON, Dorothy	5/25/56
SWANSON, Gloria	4/2/54	THOMPSON, Kay	11/9/56
SWARTHOUT, Gladys	2/15/57	TILSTROM, Burr	12/23/55
TAYLOR, Elizabeth (w/Mike Todd)	4/5/57	TODD, Mike (w/Elizabeth Taylor)	4/5/57
TAYLOR, Henry Francis	1/7/55	TOUR D'ARGENT (Claude Terrail)	12/25/59 R.9/16/60
TAYLOR, Maxwell	10/28/55	TRAUBEL, Helen	2/26/54
TEMPLETON, Alec	9/3/54		
TERRAIL, Claude	12/25/59		

TRUMAN, Harry	5/27/55
TRUMAN, Margaret	5/27/55
TUCKER, Richard	12/12/58
TUCKER, Sophie	4/15/55
TURNER, Keith (Farmer)	1/20/56
U NU, Prime Minister	7/1/55
USTINOV, Peter	5/16/58
VADIM, Roger	4/8/60
VALENTINA	10/9/53
VAN BUREN, Abigail	10/3/58
VANDERBILT, Amy	6/24/55
VAN DERBUR, Marilyn	11/1/57
VAN DOREN, Charles	3/7/58
VAN DOREN, Mark	4/5/57
VATICAN	4/1/60 R.8/5/60
VEECK, Bill	5/22/59
VERDON, Gwen	1/29/60
WAGNER, Mayor Robt. F.	6/4/54
WALCOTT, Jersey Joe (w/Rocky Marciano and Ezzard Charles)	6/11/54
WALLACE, Henry	4/12/57
WATERS, Ethel	1/8/54

WEAVER, Sylvester (Pat) 2/3/56

WEBB, Jack 10/30/59

WELCH, Joseph 9/14/56

WELK, Lawrence 11/23/56

WELLES, Orson 11/25/55

WHITCOMB, Jon 9/28/56

WHITE, Teddy 11/20/53

WHITE, Walter 10/1/54

WILLIAMS, ANDY 11/15/60

WILLIAMS, Edward Bennett 3/14/58

WILLIAMS, Esther 2/11/55

" " 10/13/60

WILLIAMS, Roger 10/24/58

WILLKIE, Mrs. Wendell 2/21/58

WILSON, Earl 5/21/54

WILSON, Julie 6/7/57

WINCHELL, Paul 3/16/56

WINDSOR, Duke & Duchess of 9/28/56

WINSOR, Kathleen 2/4/55

WINTERS, Jonathan 3/14/58

WINTERS, Shelley 10/19/56

WOOD, Peggy 12/31/54

WOODWARD, Joanne 12/27/57

" and Paul Newman 12/26/58

WRATHER, Jack (Bonita Granville)	2/27/59
WRIGHT, Russell	4/18/58
ZORACH, William	3/15/58

P to P Guests

PERSON TO PERSON GUESTS

Mr. & Mrs. Roy Campanella
c/o Salt Spray, East Island
Glen Cove, L.I., N.Y.

Mr. & Mrs. Sydney Lumet
(Gloria Vanderbilt)
10 Gracie Square, N.Y.C.

Mr. & Mrs. George Schleigh
450 East 52 St.
N.Y.C.

Mr. James Petrillo
860 N. Lake Shore Drive
Chicago, Ill.

Mr. & Mrs. Richard Simon
4701 Grosvenor Ave.
Fieldstone, N.Y.

Mr. & Mrs. Bill McCutcheon
73 Perry St.
New York, N.Y.

Senator & Mrs. John Kennedy
122 Bowdain St.
Boston, Mass.

General & Mrs. William Dean
1035 Park Hills Road
Berkely, Calif.

Mr. & Mrs. Richard Rodgers
70 East 71st St.
N.Y.C.

Miss Elsa Maxwell
Waldorf Towers, Apt. 2628
N.Y.C.

Mr. & Mrs. Bil Baird
334 West 70 St.
N.Y.C.

Mr. & Mrs. Val Peterson
3636 16th St., N.W.
Washington, D.C.

Miss Tallulah Bankhead
262 East 62nd St.
N.Y.C.

Mr. & Mrs. Teddy White
239 Central Park West
N.Y.C.

Sir Roger & Lady Makins
Sherfield Court near Basingstok
Hunts, England

Miss Eva Gabor
1033 Fifth Avenue
N.Y.C.

Mr. V.K. Krishna Menon
United Nations
N.Y.C.

Dr. & Mrs. James T. Shotwell
257 West 86 St.
N.Y.C.

Mr. & Mrs. Ed Sullivan
Delmonico Hotel
502 Park Avenue
N.Y.C.

Miss Marguerite Higgins
39 West 67 St.
N.Y.C.

Mr. & Mrs. Frank Carmines
5 Colony
West Orange, N. J.

Mr. & Mrs. Michael McGarvey
60 Amsterdam Ave.
N.Y.C.

Miss Renee Jeanmaire
c/o Martin Jurow
William Morris Agency
1740 Broadway
N.Y.C.

Miss Faye Emerson
245 East 61st St.
N.Y.C.

Mr. & Mrs. George Meany
8819 Burdette Rd.
Bethesda, Maryland

Miss Ethel Waters
190 New York Ave.
Brooklyn, N.Y.

Dr. & Mrs. Ralph Bunche
115-24 Grosvenor,
Kew Gardens, Long Island
New York

Mrs. Eleanor Roosevelt
211 East 62 St.
N.Y.C.

Mr. & Mrs. Guy Lombardo
710 South Grove St.
Freeport, Long Island
New York

Miss Fanny Hurst
Hotel Des Artistes
1 West 67 St.
N.Y.C.

Mr. & Mrs. Nick Mayo
(Janet Blair)
414 East 52 St.
N.Y.C.

General & Mrs. Lemuel C. Shepherd, Jr.
2600 16th St. N.W.
Washington, D.C.

Mr. & Mrs. Dean Martin
654 Woodruff
West Los Angeles, Cal.

*Mr. & Mrs. Jerry Lewis
1048 North Amalfi Dr.
Pacific Palisades, Cal.

Mr. & Mrs. Louis Laurant
412 West 148 St.
N.Y.C.

Mr. & Mrs. Humphrey Bogart
232 South Mapleton Dr.
Los Angeles 24, Cal.

Mr. & Mrs. Alec Templeton
Glenville Rd.
Greenwich, Conn.

Miss Eartha Kitt
270 Riverside Dr.
N.Y.C.

Mr. Robert K. Christenberry
655 Park Ave.
N.Y.C.

Mr. & Mrs. Bert Lahr
15 West 81 St.
N.Y.C.

Mrs. Perle Mesta
Sheraton-Park Hotel
Washington, D.C.

Mr. & Mrs. Jeffrey Hayden
26 West 9th St.
N.Y.C.

Secretary of Agriculture & Mrs. Ezra T. Benson
1907 Quincy St.
Washington, D.C.

Mrs. Walter White
242 East 68 St.
N.Y.C.

Mr. & Mrs. Sid Caeser
Shellrick Productions, Inc.
6 W. 57th St.
N.Y.C.

Mr. & Mrs. Gilbert Adrian
10464 Bellagio Rd.
Bel Air, Cal.

Mr. & Mrs. Eugene Ormandy
Bellvue Stratford Hotel
Philadelphia, Pa.

Miss Martha Raye
c/o Harry Kalschein
William Morris Agency
1740 Broadway
N.Y.C.

Ambassador Mohammed Ali
Embassy of Pakistan
Washington, D.C.

Mr. Dag Hammarskjold
73 East 73 St.
N.Y.C.

Miss Denise Darcel
993 Park Ave.
N.Y.C.

Mr. & Mrs. Lou Little
207 West 106 St.
N.Y.C.

Mr. & Mrs. Orpheus Fisher
R.F.D. #1, Marianna Farms
Danbury, Conn.

Mr. & Mrs. Benny Goodman
Rockrimmon Rd.
Stamford, Conn.

Justice & Mrs. William Douglas
3701 Conn. Ave., N.W.
Washington, D.C.

Mr. & Mrs. Tony Curtis
1152 San Ysidro Drive
Beverly Hills, Cal.

Rabbi & Mrs. Abba Hillel Silver
19810 Shaker Blvd.
Cleveland, Ohio

Mr. Robert Q. Lewis
200 East End Ave.
N.Y.C.

Miss Lillian Gish
430 East 57 St.
N.Y.C.

Mr. Maurice Evans
50 West 10th St.
N.Y.C.

Miss Joni James
41 East 67 St.
N.Y.C.

Mr. Bing Crosby
594 S. Mapleton
Holmby Hills, Cal.

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230 Central Park South
N.Y.C.

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Pawling
New York

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35 Pickwick Rd.
West Newton, Mass.

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130 East 67 St.
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28 Griswold Rd.
Rye, N.Y.

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277 Park Ave.
N.Y.C.

Mr. & Mrs. George Montgomery
708 North Canon Dr.
Beverly Hills, Cal.

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544 East 86 St.
N.Y.C.

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235 North Broadway
Nyack, N.Y.

Mr. & Mrs. Billy Rose
1347 Sixth Ave.
N.Y.C.

Mr. John Mason Brown
17 East 89 St.
New York, N.Y.

Mr. & Mrs. Robert Schuler
(Patrice Munsel)
300 Central Park West
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Mr. & Mrs. William Holden
4701 San Cola Ave.
Taluca Lake
North Hollywood, Cal.

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160 East 48 St.
N.Y.C.

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56 Manursing Way
Rye, N.Y.

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(Kathleen Winsor)
1516 - 33rd St., N.W.
Washington, D.C.

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2077 Mandeville Canyon Rd.
Los Angeles, Cal.

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480 Park Ave.
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1516 Mt. Eagle Place
Park Fairfax
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106-44 Belagio Rd.
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60 Sutton Place South
N.Y.C.

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Route 5, Box 622
Dallas, Tex.

Mr. & Mrs. Martin Gabel
(Arlene Francis)
181 East 71 St.
N.Y.C.

Mr. Marlon Brando
8142 Laurel View Dr.
Hollywood, Cal.

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510 Panmukr Rd.
Haverford, Pa.

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(Marilyn Monroe)
2 Sutton Place South, Apt. 8E
N.Y.C.

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Fanton Hill Rd.
Weston, Conn.

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113 West 57 St.
N.Y.C.

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737 Park Ave.
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166 East 64 St.
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California

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69-10 108 St.
Forest Hills, N.Y.

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770 Napoli Dr.
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Omaha, Neb.

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New Rochelle, N.Y.

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N.Y.C.

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Tuckahoe, N.Y.

Miss Cornelia Otis Skinner
131 East 66 St.
N.Y.C.

Mr. & Mrs. Bob Hope
10346 Moorepark
Los Angeles, Cal.

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435 East 52 St.
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Clifton, N.J.

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25 West Tenth St.
N.Y.C.

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300 Central Park West
New York, N.Y.

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101 Central Park West
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528 East 87 St.
N.Y.C.

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Baldwin, Long Island
New York

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5010 Reno Rd.
Washington, D.C.

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Harvard University
Cambridge, Mass.

Mr. & Mrs. Andre Kostelanetz
10 Gracie Square
N.Y.C.

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Libertyville
Illinois

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1200 Laurel Lane
Beverly Hills, Cal.

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5520 Knoll Dr.
Minneapolis, Minn.

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(Helen Traubel)
~~Chichi Club~~
~~Palm Springs, Cal.~~
c/o Elizabeth Winston
119 W. 57th St.
NYC

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17825 Lake Avenue
Cleveland, O.

Mr. & Mrs. Ezio Pinza
Wellington Place
Stamford, Conn.

General & Mrs. David Sarnoff
44 East 71 St.
N.Y.C.

Secretary of the Treasury & Mrs. George Humphrey
1800 Fox Hall Rd.
Washington, D.C.

Mr. & Mrs. Mickey Spillane
RD 3, Rockcut Rd.
Newburgh, N.Y.

Miss Imogene Coca
300 Central Park West
N.Y.C.

Mr. & Mrs. Emmett Kelly
1231 South Osprey
Sarasota, Fla.

Miss Gloria Swanson
920 Fifth Ave.
N.Y.C.

Mrs. Fleur Cowles Meyer
5A Albany
Picadilly W1, London, England

Mr. & Mrs. Paddy DeMarco
1043 85 St.
Brooklyn, N.Y.

Mr. & Mrs. Groucho Marx
806 North Foothill Rd.
Beverly Hills, Cal.

Secretary of Labor & Mrs. James Mitchell
3160 Upland Terrace, N.W.
Washington, D.C.

Archbishop Richard J. Cushing
2101 Commonwealth Ave.
Brighton, Mass.

Miss Lilly Dache
78 East 56 St.
N.Y.C.

Mr. & Mrs. Randy Rouse
(Audrey Meadows)
300 E. 57th St.
N.Y.C.

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195 Paine Ave.
New Rochelle, N.Y.

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South Norwalk, Conn.

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239 Windsor Way
Hillside, N.J.

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33 East 70 Street
N.Y.C.

Mr. & Mrs. Anthony Bartley
(Deborah Kerr)
1540 Corona del Mar
Pacific Palisades, Cal.

Mr. & Mrs. Wally Cox
8 East 66th St.
N.Y.C.

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435 East 52 St.
N.Y.C.

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15 West 81 St.
N.Y.C.

Judge & Mrs. Samuel Leibowitz
102 Colleridge St.
Manhattan Beach, Brooklyn
New York

Mr. & Mrs. Lewis Berg
829 Park Ave.
N.Y.C.

Mr. & Mrs. Dick Powell
3100 Mandeville Canyon
West Los Angeles, Cal.

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Point O'Woods Rd.
Darien, Conn.

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Denver, Colo.

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812 Park Ave.
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Powerhouse Rd.
North Hills, Long Island
New York

Mr. & Mrs. Jesse Owens
5115 S. University Ave.
Chicago, Ill.

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205 W. 57 St.
N.Y.C.

Mr. & Mrs. Don Newcombe
152 W. Inman Ave.
Colonia, N.J.

Mr. & Mrs. Morris Cafritz
2301 Fox Hall Rd., N.W.
Washington, D.C.

Mr. & Mrs. Stewart Granger
728 Linda Flora
West Los Angeles, Cal.

Mr. & Mrs. Harold Russell
213 E. Central Ave.
Natick, Mass.

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5 Tudor City
Windsor Tower
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440 E. 56 St.
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136 W. 55th St.
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Mr. & Mrs. Harold Minsky
28 Florence Pl.
West Orange, N.J.

Mr. & Mrs. Orson Welles
10464 Bellagio Rd.
Bel Air, Cal.

Mr. & Mrs. Eugene Meyer
1624 Crescent Pl., N.W.
Washington, D.C.

Mr. & Mrs. Danny Thomas
630 North Elm Drive
Beverly Hills, Cal.

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New York.

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Delaware

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1 W. 81 St.
N.Y.C.

Miss Kim Novak
1312 Beverly Glen Drive
Beverly Hills, Cal.

Mr. Burr Tillstrom
1520 N. State Pkway
Chicago, Ill.

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1 W. 81 St.
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820 Park Avenue
N.Y.C.

Mrs. Catherine Marshall
4111 38th St., N.W.
Washington, D.C.

Liberace
15405 Valley Vista Blvd.
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2 Fifth Ave.
N.Y.C.

Miss Carol Channing
Chateau Marmont
8221 Sunset Blvd.
Hollywood, Cal.

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N.Y.C.

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N.Y.C.

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41 W. 58 St.
N.Y.C.

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1313 29 St., N.W.
Georgetown, Washington

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945 Fifth Ave.
N.Y.C.

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944 Fifth Ave.
N.Y.C.

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282 Brook Ave.
Bronx, N.Y.

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Chicago 11, Ill.

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South Mountain Rd.
New City, Rockland County
New York

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220 Central Park South
N.Y.C.

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(Shirley Jones)
405 East 54 St.
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Gates Mills
Ohio

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(Jane Russell)
14888 Round Valley
Sherman Oaks, Cal.

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147 Hazzard Rd.
Lido Beach, Long Island
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Honey Hill Road
Wilton, Conn.

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34 East 62 St.
N.Y.C.

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Green Hills Farm
Perkasie, Penn.

Mr. & Mrs. Paul Winchell
9 Althea Lane
Larchmont, N.Y.

Admiral & Mrs. Richard E. Byrd
9 Brimmer St.
Boston, Mass.

Mr. & Mrs. Raymond Loewy
605 Park Ave.
N.Y.C.

Mr. & Mrs. Sherman Adams
2400 Tilden St., N.W.
Washington, D.C.

Mrs. Tom Rogers
(Ceil Chapman)
230 East 73 St.
N.Y.C.

Mr. & Mrs. Hal March
1025 Fifth Ave.
N.Y.C.

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North Carolina

Dr. & Mrs. George Gallup
Great Road
Princeton, N.J.

Miss Hermione Gingold
405 East 54 St.
N.Y.C.

Mr. & Mrs. Harry Conover
1175 Park Avenue
N.Y.C.

Mr. & Mrs. Burl Ives
580 West End Avenue
N.Y.C.

Dr. & Mrs. Vannevar Bush
304 Marsh St.
Belmont, Mass.

Mr. Noel Coward
c/o Earl Blackwell
25 West 54 St.
N.Y.C.

Miss Jayne Mansfield
20th Century Fox
Hollywood, Cal.

Mr. & Mrs. Mickey Rooney
3280 Fryman
Studio City, Cal.

Mr. & Mrs. Ralph Bellamy
205 West 57 St.
N.Y.C.

Baron & Baroness Silvercruys
2300 Foxhall Rd.
Washington, D.C.

Miss Bea Lillie
25 East End Ave.
N.Y.C.

Mr. "Sunny Jim" Fitzsimmons
1174 Sheepshead Bay Rd.
Brooklyn, N.Y.

Mr. & Mrs. Maxim Kopf
(Dorothy Thompson)
237 East 48 St.
N.Y.C.

Mr. Johnny Ray
110 West 55 St.
N.Y.C.

Mr. & Mrs. Rocky Marciano
46 Harlan Dr.
Brockton, Mass.

Mr. & Mrs. Tony Martin
1155 Shadow Hill Way
Beverly Hills, Cal.

Mr. & Mrs. Claude Philippe
Watchill Farm
Peekskill, N.Y.

Mr. & Mrs. Cedric Adams
6201 Knoll Dr.
Minneapolis, Minn.

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Baberry Lane & Cross Highway
Westport, Conn.

Mr. & Mrs. Tex McCrary
1100 Northern Boulevard
Manhasset, Long Island
New York

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U.S. Coast Guard
Tarrytown, N.Y.
(Lighthouse)

Mr. & Mrs. Rod Alexander
57 West 58 St.
N.Y.C.

Mr. & Mrs. Dizzy Gillespie
34-68 106 St.
Corona, Long Island
New York

Miss Emily Kimbrough
11 East 73 St.
N.Y.C.

Mr. & Mrs. Joseph Welch
129 Plimpton St.
Walpole, Mass.

Mr. Frank Sinatra
2464 Bowmont
Beverly Hills, Cal.

Mr. & Mrs. Gary Merrill
Yebbes Cove
Cape Elizabeth, Maine

Mr. & Mrs. Bob Considine
203 Allen Avenue
Allenhurst, N.J.

Duke & Duchess of Windsor
4 route du Champ 'd Entraiment
Bois de Boulogne
Paris 16, France

Mr. Jon Whitcomb
8 Circle Road
Darien, Conn.

Admiral & Mrs. Lewis Strauss
Brandy Rock Farm
Brandy Station, Va.

Mr. & Mrs. Eddie Cantor
9360 Monte Leon Lane
Beverly Hills, Cal.

Mr. & Mrs. Dave Garroway
710 Park Ave.
N.Y.C.

Captain & Mrs. Al Nilson
(Westchester Inlet)
New York 61, N.Y.

Miss Shelley Winters
271 Central Park West
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Mr. & Mrs. Harry Blackstone
Royalton Hotel
44 West 44th St.
N.Y.C.

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Pleasant Hill Road
Woodbridge, Conn.

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2 Fifth Ave.
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Las Vegas, Nevada

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Beverly Hills, Cal.

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Plaza Hotel
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Mr. & Mrs. Dennis O'Day
(Siobhan McKenna)
Hotel Gramercy Park
52 Gramercy Park North
New York 10, N.Y.

Mr. & Mrs. Nathan Milstein
1010 Fifth Ave.
N.Y.C.

Mr. & Mrs. Lawrence Welk
193 Tiger Tail Rd.
Brentwood, Cal.

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New Canaan, Conn.

Mr. & Mrs. Jack E. Leonard
Parc Vendome Apartments
2340 West 57 St.
N.Y.C.

Mr. & Mrs. Anthony Steele
2159 Linda Flora
Los Angeles, Cal.

Mr. & Mrs. Lee Strasberg
225 West 86 St.
N.Y.C.

Mr. & Mrs. Vic Damone
959 Samera Rd.
Los Angeles 49, Cal.

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Great Fosters
Eggham, Surrey
England

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930 Fifth Ave.
N.Y.C.

Mr. & Mrs. Ludwig Bemelmans
10 East 78th Street
New York, N.Y.

Mr. Cyrus Eaton
Acadia Farms
Northfield, O.

Mr. Sal Mineo
2485 Wenner Place
Bronx, N. Y.

Mr. & Mrs. Don Ameche
Croyden Hotel
12 East 86th Street
New York, N. Y.

Miss Suzie Parker
444 East 57th Street
New York, N. Y.

Miss Eydie Gorme
1777 Grand Concourse
Bronx, N. Y.

Admiral & Mrs. Chester W. Nimitz
728 Santa Barbara Road
Berkley, Calif.

Mr. & Mrs. Frankie Laine
1111 Calle Vista Way
Beverly Hills, Calif.

Ambassador & Mrs. Herve Alphand
French Embassy
2221 Kalarama Road, N. W.
Washington, D. C.

Mr. & Mrs. Basil Rathbone
135 Central Park West
New York, N. Y.

Mr. & Mrs. Bill Cullen
200 East End Avenue
New York, N. Y.

Mr. & Mrs. Jackie Robinson
Cascade Road
Stamford, Conn.

Mr. & Mrs. Paul Douglas
461 East 57th Street
New York, N. Y.

Senator & Mrs. Herbert H. Lehman
820 Park Avenue
New York 21, N. Y.

Mr. & Mrs. Don Lanning
(Roberta Sherwood)
11619 N. E. 6th Avenue
Miami, Florida

Mr. & Mrs. Kirk Douglas
707 N. Canon Drive
Beverly Hills, Calif.

Miss Gypsy Rose Lee
153 East 63rd Street
New York, N. Y.

Mr. & Mrs. John G. Lee
2623 O Street, N. W.
Washington, D. C.

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Fordhook Farms
Doylestown, Pa.

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(Gladys Swarthout)
825 Fifth Avenue
New York, N. Y.

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(Kim Hunter)
42 Commerce Street
New York, N. Y.

General & Mrs. Garrison H. Davidson
Commandant's Residence
West Point, N. Y.

Mr. & Mrs. Xavier Cugat
111 East 56th Street
New York, N. Y.

Mr. & Mrs. Ernie Ford
10250 Moorepark Avenue
North Hollywood, Calif.

Mr. & Mrs. Stewart Alsop
3520 Springland Lane, N. W.
Washington, D. C.

Mr. & Mrs. Ted Lewis
115 Central Park West
New York, N. Y.

Mr. Duke Ellington
334 Riverside Drive
New York, N. Y.

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276 Hicks Street
Brooklyn, New York

Mr. & Mrs. Chester Gould
R. R. #3
Woodstock, Ill.

Mr. Dimitri Mitropoulos
Great Northern Hotel
118 West 57th Street
New York, N. Y.

Mr. & Mrs. Arthur Larson
3025 Ordway, N. W.
Washington, D. C.

Mr. & Mrs. Mike Todd
715 Park Avenue
New York, N. Y.

Mr. & Mrs. Mark Van Doren
393 Bleecker Street
New York, N. Y.

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Farvue Farms
South Salem, N. Y.

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R. F. D. 2
Huntington, L. I., N. Y.

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New York, N. Y.

Mr. Mel Allen
Loop Road
Bedford Village, N. Y.

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Mr. & Mrs. Bert Fields
(Roberta Peters)
64 Garden Road
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New York, N. Y.

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630 Park Avenue
New York, N. Y.

Mr. & Mrs. Wilbur Clark
Wilbur Clark's Desert Inn
Las Vegas, Nev.

Miss Dorothy Draper
50 East 77th Street
New York, N. Y.

Senator & Mrs. John L. McClellan
Senate Office Building
Washington, D. C.

Miss Faith Baldwin
R. R. 2, Weed Avenue
Norwalk, Conn.

Mr. & Mrs. J. C. Penney
888 Park Avenue
New York, N. Y.

Mr. & Mrs. Bob Wells
(Lisa Kirk)
340 West 57th Street
New York, N. Y.

Mr. Fred Astaire
1129 Summit Drive
Beverly Hills, Cal.

Miss Julie Wilson
32 Gramercy Park South
New York, N. Y.

Mr. & Mrs. Tom Fogarty
322 East 57th Street
New York, N. Y.

Mr. & Mrs. Andy Griffith
415 East 52nd Street, Apt. 18C
New York, N. Y.

Mr. & Mrs. Burgess Meredith
Mt. Ivy
Pomona, N. Y.

Mr. Herbert Block
912 19th Street, N. W.
Washington, D. C.

Mr. & Mrs. H. Allen Smith
Old Roaring Brook Road
Mount Kisco, N. Y.

Mr. & Mrs. A. C. Nielsen
720 Ardsley Road
Winnetka, Ill.

Miss Julie London
3936 Ethel Avenue
North Hollywood, Calif.

Mr. & Mrs. Robert Kennedy
Hickory Hill Farm
McLean, Virginia

Dr. & Mrs. Lew Morrill
901 Strada Vecchio
Bel Aire, Calif.

Ambassador & Mrs. Abba Eban
1630 Juniper Street, N. W.
Washington, D. C.

Miss Dolores Gray
418 East 58th Street
New York, N. Y.

Admiral & Mrs. William R. Smedberg
Superintendent's Quarters
Annapolis, Md.

Mr. & Mrs. Winthrop Rockefeller
Winrock Farm
Morrilton, Ark.

Miss June Havoc
115 East 95th Street
New York, N. Y.

Miss Jill Corey
9 East 75th Street
New York, N. Y.

Mr. & Mrs. Eric Johnston
76 Kalorama Circle, N. W.
Washington, D. C.

Mr. & Mrs. Edward T. Mc Cormick
29 Reymont Avenue
Rye, N. Y.

Mr. Tony Perkins
127 West 56th Street
New York, N. Y.

Mr. & Mrs. Joey Adams
945 Fifth Avenue
New York, N. Y.

Mr. Charles Goren
Lombardy Hotel
111 East 56th Street
New York, N. Y.

Mr. & Mrs. Nat King Cole
401 S. Muirfield Road
Los Angeles, Calif.

Miss Marilyn Van Derbur
2100 East 8th Avenue
Denver, Colorado

Mr. & Mrs. Ray Robinson
289 West 238th Street
New York, N. Y.

Major & Mrs. Alexander deSeversky
40 Central Park South
New York, N. Y.

Mr. & Mrs. Art Linkletter
219 South Mapleton
Beverly Hills, Calif.

Mr. & Mrs. Caleb Hammond
61 Woodland Road
Maplewood, N. J.

Mr. & Mrs. Walter Slezak
24 Preyer Lane
Larchmont, N. Y.

Mr. & Mrs. Jack Paar
32 Studio Lane
Bronxville, N. Y.

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New York, N. Y.

Mrs. Edward R. Murrow
580 Park Avenue
New York, N. Y.

Mr. & Mrs. Felix Adler
c/o Ringling Bros. Barnum
& Bailey Circus
10 Rockefeller Plaza
New York, N. Y.

Miss Carol Heiss
107-41 105th St.
Ozone Park, L.I., N.Y.

General & Mrs. Alfred M. Gruenther
2720 35th Pl. N.W.
Washington, D. C.

Mr. & Mrs. Leo Durocher
925 No. Alpine Street
Beverly Hills, Calif.

Governor & Mrs. Robert B. Meyner
Morven
Princeton, N. J.

Mr. & Mrs. Bob Cummings
1060 Laurel Way
Beverly Hills, Calif.

Mr. & Mrs. Basil O'Connor
49 East 96th St.
N.Y.C.

Mr. & Mrs. Mischa Elman
101 Central Park West
N.Y.C.

Mr. & Mrs. Paul Newman
(Joanne Woodward)
354 East 51st Street
N.Y.C.

Mr. & Mrs. Harpo Marx
71111 La Paz Rd.
Palm Springs, Calif.

Bishop & Mrs. Henry Knox Sherrill
Dover House
Round Hill Road
Greenwich, Conn.

Mr. & Mrs. Hume Cronyn
120 East End Avenue
N. Y.C.

Mr. & Mrs. James Jones
136 E. 67th Street
N.Y.C.

Mr. & Mrs. Red Barber
Ridge Crest Road
Scarborough Village, N.Y.

Mr. & Mrs. John Cassavetes
7 East 75th Street
N.Y.C.

Mme. Maria Meneghini Callas
Via Buonarroti 40
Milano, Italy

Mrs. Charles Ulrick Bay
720 Park Avenue
N.Y.C.

Mr. Cyril Ritchard
135 Central Park West
N.Y.C.

Miss Anita Colby
111 East 80th St.
N.Y.C.

Mr. & Mrs. Dean Martin
601 Mountain Drive
Beverly Hills, Calif.

Dr. & Mrs. Milko Skofic
223 Via Appia Antica
Rome, Italy

Mr. & Mrs. Edward Stone
130 East 64th Street
N.Y.C.

General & Mrs. John B. Medaris
1 Wadsworth Drive
Huntsville, Alabama

Mrs. Wendell Willkie
20 East 76th Street
N.Y.C.

Mr. & Mrs. Sam Levenson
1380 Union Street
Brooklyn, N. Y.

Miss Judy Holliday
1 West 72nd Street
N.Y.C.

Mr. David Duncan
Via S. Valentino, 11
Rome, Italy

Mr. & Mrs. Charles Van Doren
91 Central Park West
N.Y.C.

Miss Ginger Rogers
1605 Gilcrest Drive
Beverly Hills, Calif.

Mr. & Mrs. Jonathan Winters
75 Kent Avenue
Hastings-On-Hudson, N.Y.

Mr. & Mrs. Edward Bennett Williams
5715 Bent Branch Rd.
Tulip Hill
Glen Echo Heights, Md.

Miss Sophia Loren
Chateau Marmont
8821 Sunset Boulevard
Los Angeles, Calif.

Mr. Jan Mitchell
817 Fifth Avenue.
N.Y.C.

Miss Mahalia Jackson
8358 South Indiana Avenue
Chicago, Ill.

Mr. & Mrs. Jack Garfein
(Carroll Baker)
135 Central Park West
N.Y.C.

Miss Anna Maria Alberghetti
1424 Rising Glen Rd.
Hollywood, Calif.

Mr. & Mrs. Douglas Fairbanks,Jr.
The Blackstone Hotel
50 East 58th Street
N.Y.C.

Mr. & Mrs. James Hermann
1648 Redwood Path
Seaford, L.I. N.Y.

Mr. Russel Wright
221 East 48th Street
N.Y.C.

Mr. & Mrs. Wayne Parrish
2940 Edgevaille Terrace
Washington, D. C.

Mr. & Mrs. Dick Clark
47 Revere Road
Drexel Hill, Pa.

Dr. & Mrs. James B. Conant
200 East 66th Street
N.Y.C.

Mr. & Mrs. Anthony Quinn
333 Las Casas Avenue
Pacific Palisades, Calif.

Mr. Maurice Chevalier
Marnes Coquette
Seine Oise
France

Mr. & Mrs. Peter Ustinov
164 East 72nd Street
New York, N.Y.

Mr. & Mrs. Dore Shary
180 West 58th Street
Apt. 9 d - NYC

Mr. & Mrs. Jack Carter
25 Central Park West
New York, N.Y.

Mr. & Mrs. Pierre Gallant
(Olivia de Havilland)
3 Rue Benouville
Paris, France

Miss Margaret O'Brien
1502 South Beverly Drive
Beverly Hills, Calif.

Mr. Van Cliburn
205 West 57th Street
New York, New York

Mr. & Mrs. Eddie Arcaro
60 First Street
Garden City, Long Island, N.Y.

Mr. & Mrs. Robert Paul Smith
17 School Lane
Scarsdale, New York

Miss Georgia Gibbs
965 Fifth Avenue
Apt 10C - NYC

Atty. Gen. & Mrs. William P. Rogers
7007 Glenbrook Road
Bethesda, Md.

Mr. Robert Evans
2 Sutton Place
N.Y.C.

Miss Vivian Blaine
60 Sutton Place South
New York City

Mr. & Mrs. Charles Berlitz
Lattington
Harbor Estates
Locust Valley, Long Island, N.Y.

Mr. & Mrs. Jerry Lewis
332 St. Cloud
Bel Air, California

Commander William Anderson
Nautilus
State Pier
New London, Connecticut

Mr. & Mrs. Steve Lawrence
(Eydie Gorme)
300 East 57th Street
New York, New York

Mr. & Mrs. Mort Phillips
(Abigail Van Buren)
10 Summer Holme Place
Hillsborough, Calif.

Dr. & Mrs. Robert Goheen
Princeton University
Princeton, New Jersey

Mr. & Mrs. Victor Riesel
610 West End Avenue
New York, New York

Mr. & Mrs. Vincent Price
580 North Beverly Glen
West Los Angeles, Calif.

Mr. & Mrs. Eugene Hari
300 Central Park West
New York, N.Y.

Mr. & Mrs. Roger Williams
61-33 215th Street
Bayside, Long Island, N.Y.

Mrs. Rosie (Dolly) Natcher
480 Park Avenue
Apt. 11B - N.Y.C.

Mr. & Mrs. Gene Raymond
(Jeanette MacDonald)
783 Bel Air Road
Los Angeles, California

Mr. & Mrs. Russell Patterson
44 West 77th Street
N.Y.C.

Miss Louella Parsons
619 North Maple Drive
Beverly Hills, California

Justice & Mrs. Harold Burton
Supreme Court Building
1 First Street N.E.
Washington, D. C.

Mr. & Mrs. Russell Crouse
151 East 61st Street
N.Y.C.

Mr. & Mrs. Walter Prude
(Agnes de Mille)
25 East Ninth Street
New York, N.Y.

Mrs. Mary G. Roebling
Hotel Hildebrecht
27 West State Street
Trenton, N. J.

Mr. & Mrs. Don McNeill
110 De Windt Road
Winnetka, Ill.

Miss Pat Suzuki
135 Central Park West
3rd Fl.
New York, N.Y.

Mr. & Mrs. Alfred C. Fuller
32 Colony Road
West Hartford, Conn.

Miss Ann Sothern
214 St. Pierre Road
Los Angeles 24, Calif.

Prince Aly Khan
1 Beekman Place
New York, N.Y.

Mr. & Mrs. Richard Tucker
10 Melville Lane
Great Neck, Long Island, N.Y.

P to P' Guests

(In Order of Appearance)

PERSON TO PERSON

FIRST SEASON 1953-1954

Oct. 2/53	Roy Campanella Leopold Stokowski
10/9/53	Earl (Red) Blaik Valentina
10/16/53	James C. Petrillo Richard Simon
10/23/53 A	Arthur Godfrey Bill McCutcheon
10/30/53 A	Sen. John F. Kennedy Gen. William F. Dean
Nov. 6/53 C B	Richard Rogers Elsa Maxwell
11/13/53	Bil & Cora Baird Val Peterson
11/20/53	Tallulah Bankhead Teddy White
11/27/53	Sir Roger Makins Joe Louis
Dec. 4/53 B	Eva Gabor Krishna Menon
12/11/53 C	James T. Shotwell Ed Sullivan
12/18/53	Marguerite Higgins Bob Norton
12/25/53	Frank Carmines (Macy's) Michael McGarvey - Mailman
Jan. 1/54 B	Renee Jeanmaire Walt Kelly
1/8/54 B	George Meany Ethel Waters
1/15/54	Eddie Fisher Dr. Ralph Bunche
1/22/54	Capt. Donald Sorrell Eleanor Roosevelt
1/29/54	Brandon de Wilde James C. Hagerty
Feb. 5/54	Dr. Nathan M. Pusey Lily Pons
2/12/54 A	Nan Rees Adlai Stevenson
2/19/54	Sam Goldwyn George Mikan
2/26/54 B	Helen Traubel Louis Seltzer
Mar. 5/54	Rex Harrison, Lilli Palmer Ezio Pinza
3/12/54 A A	David Sarnoff George Humphrey
3/19/54	Mickey Spillane Fleur Cowles
3/26/54	Imogene Coca Emmett Kelly
Apr. 2/54	Gloria Swanson Paddy De Marco
4/9/54 C	Groucho Marx James P. Mitchell
4/16/54 C	Archbishop Richard J. Cushing Lilly Dache
4/23/54	Audrey & Jayne Meadows Bob (Howdy Doody) Smith
4/30/54 A	Mary Martin Bill Corum
May 7/54	Phil Rizzuto Hildegarde
5/14/54	Deborah Kerr Wally Cox
5/21/54 A	Earl Wilson Jacqueline Cochran & Floyd Odlum
5/28/54	Mindy Carson Samuel Leibowitz
June 4/54 C	Mayor Robert F. Wagner Gertrude Berg
6/11/54	Rocky Marciano, Ezzard Charles Jersey Joe Walcott
6/18/54 C C	Guy Lombardo Fannie Hurst
6/25/54	Janet Blair Gen. Lemuel C. Shepherd, Jr.
July 2/54	Dean Martin & Jerry Lewis Louis Laurant (Red Cap)

PERSON TO PERSON

SECOND SEASON - 1954-.1955

Sept. 3/54 Humphrey Bogard & Lauren Bacall
Alec Templeton

9/10/54 Eartha Kitt
Robert Christenberry

9/17/54 A Bert Lahr
Perle Mesta

9/24/54 Eva Marie Saint
Ezra Taft Benson

Oct. 1/54 C Walter White
Sid Caesar

10/8/54 A Janet Gaynor & Gilbert Adrian
Eugene Ormandy

10/15/54 Martha Raye
Prime Minister Mohammed Ali

10/22/54 Dag Hammarskjold
Denise Darcel

10/29/54 C Lou Little
Marian Anderson

Nov. 5/54 C Benny Goodman
Justice William O. Douglas

11/12/54 A Tony Curtis & Janet Leigh
Rabbi Abba Hillel Silver

11/19/54 Robert Q. Lewis
Lillian Gish

11/26/54 C Maurice Evans
Joni James

Dec. 3/54 A Bing Crosby
Mary Margaret McBride

12/10/54 A Lowell Thomas
Vaughn Monroe

12/17/54 C Rise Stevens
C Dr. Norman Vincent Peale

12/24/54 A Victor Borge
C John Daly

12/31/54 Salvadore Dali
C Peggy Wood

Jan. 7/55 C Dinah Shore
Francis Henry Taylor

1/14/55 A Helen Hayes
Billy Rose

1/21/55 C John Mason Brown
Patrice Munsel

1/28/55 C Bill Holden
Jean Patchett

Feb. 4/55 C Garry Moore
C Kathleen Winsor

2/11/55 Esther Williams
Toots Shor C

2/18/55 Steve Allen C
Warden Joseph E. Ragen

2/2 5/55 Les Paul & Mary Ford
Gen. Jimmy Doolittle C

Mar. 4/55 Alicia Markova
Roy Rogers & Dale Evans C

3/11/55 T. Coleman Andrews
Rosemary Clooney & Jose Ferrer C

3/18/55 Conrad Hilton A
Red Buttons

3/25/55 Clint Murchison A
Arlene Francis C

April 1/55 Marlon Brando C
Clarence Pickett

4/8/55 Marilyn Monroe
Sir Thomas Beecham

4/15/55 Judge Harold R. Medina A
Sophie Tucker C

4/22/55 Yogi Berra
Adam Gimbel & Sophie A

4/29/55 Yehudi Menuhin
Rocky Graziano

May 6/55 Ethel Barrymore
Charles Collingwood

5/13/55 Oscar Hammerstein C
Betty Furness

5/20/55 Gen. Curtis E. LeMay
Mary Healy & Peter Lind Hayes C

5/27/55 Harry Truman & Margaret Truman C

June 3/55 W.C. Handy
Cornelia Otis Skinner C

6/10/55 Bob Hope C
John Galbreath A

6/17/55 Allen B. DuMont A
Carol Haney

6/24/55 Amy Vanderbilt
Ernie Kovacks & Edith Adams C

July 1/55 Prime Minister U Nu
Connee Boswell

PERSON TO PERSON

THIRD SEASON - 1955-1956

Sept. 2/55 C June Allyson, Dick Powell
Margaret Bourke-White

9/9/55 A Ethel Merman
C Mollie Parnis

9/16/55 Dorothy Collins, Raymond Scott
Anthony Nutting

9/23/55 C Leonard Bernstein, and
Felicia Montelagre
Jesse Owens

9/30/55 A Don Newcombe
Mr. & Mrs. Morris Cafritz

Oct. 7/55 C Jean Simmons, Stewart Granger
Harold Russell

10/14/55 Charlton Heston
Bert Bacharach

10/21/55 Julie Harris
John Gunther

10/28/55 Terry Brennan
Maxwell Taylor

Nov. 4/55 C Sammy Davis, Jr.
Christian Dior

11/11/55 C Mrs. Theodore Roosevelt, Jr.
Gisele MacKenzie

11/18/55 C Phil Silvers
Harold Minsky

11/25/55 A Orson Welles
Eugene Meyer

Dec. 2/55 C Frederick March
Mitch Miller

12/9/55 A Abe Burrows
Pierre S. DuPont

12/16/55 Kim Novak (100th telecast)
Leonard Lyons

12/23/55 C Danny Thomas
Burr Tilstrom

* 12/30/55 C Arthur Murrays
Mrs. Catherine Marshall

Jan. 5/56 C Liberace
Morris Ernst

1/13/56 Carol Channing
H.V. Kaltenborn

1/20/56 C Dorothy & Dick Kollmar
Keith Turner (Farmer)

1/27/56 C Nanette Fabray
Drew Pearson

Feb. 3/56 C (Jackie Gleason)
Sylvester (Pat) Weaver
James Rahilly (bus driver)

2/10/56 Debbie & Eddie Fisher
Ralph Newman

2/17/56 Milton Caniff
Patti Page

2/24/56 Shirley Jones
Bob Feller

Mar. 2/56 Jane Russell
Cab Calloway

3/9/56 Raymond Massey
Rita Gam

3/16/56 C Pearl Buck
Paul Winchell

3/23/56 A Admiral Byrd
Raymond Loewy

3/30/56 Sherman Adams
Ceil Chapman

April 6/56 Hal March
Billy Graham

4/13/56 C Dr. George Gallup
Hermione Gingold

4/20/56 C Harry Conover
Burl Ives

4/27/56 C Vannevar Bush
Noel Coward

May 4/56 Jayne Mansfield
Mickey Rooney

5/11/56 C Ralph Bellamy
A Baron Silvercruys

5/18/56 Bea Lillie
Sonny Jim Fitzsimmons

5/25/56 Dorothy Thompson
Johnny Ray

June 1/56 C Rocky Marciano
Tony Martin, Cyd Charisse

6/8/56 C Philippe of the Waldorf
Cedric Adams

6/15/56 Richard Joseph (250th guest)
Tex and Jinx

6/22/56 Lighthouse Keeper Richard
Moreland
Bambi Linn, Rod Alexander

6/29/56 "Dizzy" Gillespie
Emily Kimbrough

* Note to Ed

PERSON TO PERSON

FOURTH SEASON - 1956-1957

Sept. 14/56	Frank Sinatra Joseph Welch
9/21/56	Bette Davis & Gary Merrill Bob Considine
9/28/56	Duke & Duchess of Windsor Jon Whitcomb
Oct. 5/56	Admiral Lewis Strauss Eddie Cantor
10/12/56	Dave Garroway Captain Alfred Nilson
10/19/56	Harry Blackstone Shelley Winters
10/26/56	Herman Hickman Sylvia Porter
Nov. 2/56	Joe E. Lewis Ralph Edwards
11/9/56	(Jerry Lewis) Kay Thompson Mary Roberts Rinehart
11/16/56	Jan Peerce Siobhan McKenna
11/23/56	Lawrence Welk Nathan Milstein
11/30/56	Jack E. Leonard Clifton Fadiman
Dec. 7/56	Anita Ekberg & Anthony Steel Ludwig Bemelmans
12/14/56	Cyrus Eaton Sal Mineo
12/21/56	(Mrs. Murrow) Don Ameche Suzy Parker
12/28/56	Susan Strasberg Eydie Gorme
Jan. 4/57	Admiral Chester W. Nimitz Frankie Laine
1/11/57	Ambassador Herve Alphand Basil Rathbone
1/18/57	Bill Cullen Jackie Robinson
1/25/57	Paul Douglas & Jan Sterling Sen. Herbert H. Lehman
Feb. 1/57	Roberta Sherwood Kirk Douglas
2/8/57	Gypsy Rose Lee Mrs. John G. Lee
2/15/57	David Burpee Gladys Swarthout
2/22/57	Kim Hunter Gen. Garrison H. Davidson
Mar. 1/57	Xavier Cugat Tennessee Ernie Ford
3/8/57	Stewart Alsop Ted Lewis
3/15/57	Duke Ellington William Zorach
3/22/57	Chester Gould Dimitri Mitropoulos
3/29/57	Felix Adler Arthur Larson
Apr. 5/57	Mike Todd & Elizabeth Taylor Mark Van Doren
4/12/57	Henry Wallace Ted Atkinson
4/19/57	Constance Bennett Mel Allen
4/26/57	Howard Lindsay & Dorothy Stickney Roberta Peters
May 3/57	James Michael Curley Warden Paul J. Madigan (Alcatraz)
5/10/57	Guy Mitchell Artur Rubinstein
5/17/57	Wilbur Clark Dorothy Draper
5/24/57	Sen. John L. McClellan Faith Baldwin
5/31/57	J. C. Penney Lisa Kirk
June 7/57	Fred Astaire Julie Wilson
6/14/57	Anne Fogarty Andy Griffith
6/21/57	(Mrs. Murrow) Burgess Meredith Herbert Block
6/28/57	H. Allen Smith A. C. Nielsen

PERSON TO PERSON

FIFTH SEASON - 1957-1958

Sept.

13/57 Julie London
Robert Kennedy

20/57 Rhonda Fleming
Ambassador Abba Eban

27/57 Rear Admiral Wm. R. Smedberg
Dolores Gray

Oct.

4/57 Winthrop Rockefeller
June Havoc

11/57 Eric Johnston
Jill Corey

18/57 Edward T. McCormick
Tony Perkins

25/57 Charles Goren
Joey Adams

Nov.

1/57 Nat King Cole
Marilyn Van Derbur

8/57 Maj. Alexander P. DeSeversky
Sugar Ray Robinson

15/57 Art Linkletter
Caleb Hammond

22/57 Walter Slezak
Jack Paar

29/57 Carol Heiss
Gen. Alfred M. Gruenther

Dec.

6/57 Fernando Lamas & Arlene Dahl
Leo Durocher & Laraine Day

13/57 Gov. Robert B. Meyner
Bob Cummings

20/57 Basil O'Connor
Tyrone Power

27/57 Mischa Elman
Joanne Woodward

Jan.

3/58 Harpo Marx
Bishop Henry Knox Sherrill

10/58 Hume Cronyn & Jessica Tandy
James Jones

17/58 Red Barber
John Cassavetes &
Gena Rowlands

24/58 Maria Callas
Mrs. Charles Ulrick Bay

31/58 Cyril Ritchard
Anita Colby

Feb.

7/58 Dean Martin
Gina Lollobrigida

14/58 (Garry Moore)
Gen. John B. Medaris
Edward Stone

21/58 Mrs. Wendell Willkie
Sam Levenson

28/58 Judy Holliday
David Duncan

March

7/58 Charles Van Doren
Ginger Rogers

14/58 Jonathan Winters
Edward Bennett Williams

21/58 Sophia Loren
Jan Mitchell

28/58 Mahalia Jackson
Carroll Baker

April

4/58 Anna Maria Alberghetti
Bennett Cerf

11/58 Douglas Fairbanks, Jr.
James Herrmann

18/58 Wayne Parrish &
Frances Knight
Russel Wright

25/58 Dr. James B. Conant
Dick Clark

May

2/58 Anthony Quinn
Maurice Chevalier

9/58 Pre-empted

16/58 Peter Ustinov
Dore Schary

23/58 Jack Carter
Doris Fleeson

30/58 Van Cliburn
Olivia De Havilland

June

6/58 Margaret O'Brien
Eddie Arcaro

13/58 Georgia Gibbs
Robert Paul Smith

20/58 Att'y. Gen. Wm. Rogers
Bob Evans

27/58 Vivian Blaine
Charles Berlitz

Sept. 26 - Jerry Lewis
Commander William Anderson

Oct. 3 A Gorme-Steve Lawrence
Abby Van Buren

Oct. 10 Robert Goheen
Victor Riesel

Oct. 17 Vincent Price
Mata & Hari

Oct. 24 C Roger Williams
A Rosie Dolly

Oct. 31 Jeanette MacDonald
Russell Patterson

Nov. 7 C Louella Parsons
Justice Harold H. Burton

Nov. 14 C Russell Crouse
Agnes DeMille

Nov. 21 A Mary Roebling
Don McNeill

Nov. 28 C Pat Suzuki
A. C. Fuller

Dec. 5 A Aly Khan
Ann Sothern

Dec. 12 Richard Tucker
Inez Robb

A HUNTINGTON HARTFORD
(NOT on show yet)

"PERSON TO PERSON"
GUEST LIST

10/2/53	ROY CAMPANELLA LEOPOLD STOKOWSKI
10/9/53	EARL ("RED") BLAIK ? VALENTINA
10/16/53	JAMES C. PETRILLO RICHARD SIMON
10/23/53	ARTHUR GODFREY BILL McCUTCHEON
10/30/53	SEN. JOHN F. KENNEDY GEN. WILLIAM F. DEAN
11/6/53	RICHARD RODGERS ELSA MAXWELL
11/13/53	BIL & CORA BAIRD VAL PETERSON
11/20/53	TALLULAH BANKHEAD TEDDY WHITE
11/27/53	SIR ROGER MAKINS JOE LOUIS ?
12/4/53	EVA GABOR KRISHNA MENON
12/11/53	JAMES T. SHOTWELL ED SULLIVAN
12/18/53	MARGUERITE HIGGINS BOB NORTON ?
12/25/53	FRANK CARMINES (COMPLAINT ADJUSTER AT MACY'S) MICHAEL McGARVEY (LETTER CARRIER)
1/1/54	RENEE JEANMAIRE WALT KELLY
1/8/54	GEORGE MEANY ETHEL WATERS
1/15/54	EDDIE FISHER DR. RALPH BUNCHE
1/22/54	CAPT. DONALD SORRELL ? ELEANOR ROOSEVELT
1/29/54	BRANDON DE WILDE JAMES C. HAGERTY
2/5/54	DR. NATHAN M. PUSEY LILY PONS
2/12/54	NAN REES (husband). 528E.87 ADLAI STEVENSON
2/19/54	SAM GOLDWYN GEORGE MIKAN
2/26/54	HELEN TRAUBEL LOUIS SELTZER
3/5/54	REX HARRISON &? LILLI PALMER EZIO PINZA
3/12/54	DAVID SARNOFF GEORGE HUMPHREY
3/19/54	MICKEY SPILLANE FLEUR & GARDNER COWLES
3/26/54	IMOGENE COCA EMMETT KELLY
4/2/54	GLORIA SWANSON PADDY DE MARCO
4/9/54	GROUCHO MARX JAMES P. MITCHELL
4/16/54	ARCHBISHOP RICHARD J. CUSHING LILLY DACHE'

(More)

4/23/54	AUDREY & JAYNE MEADOWS BOB SMITH ("HOWDY DOODY")
4/30/54	MARY MARTIN BILL CORUM ?
5/7/54	PHIL RIZZUTO HILDEGARDE
5/14/54	DEBORAH KERR WALLY COX
5/21/54	EARL WILSON JACQUELINE COCHRAN & FLOYD ODLUM
5/28/54	MINDY CARSON SAMUEL LEIBOWITZ
6/4/54	MAYOR ROBERT F. WAGNER ? GERTRUDE BERG
6/11/54	ROCKY MARCIANO & EZZARD CHARLES ? "JERSEY JOE" WALCOTT
6/18/54	GUY LOMBARDO FANNIE HURST
6/25/54	JANET BLAIR GEN. LEMUEL C. SHEPHERD, JR.
7/24/54	DEAN MARTIN & JERRY LEWIS LOUIS LAURANT (RED CAP)
9/3/54	HUMPHREY BOGART & LAUREN BACALL ALEC TEMPLETON
9/10/54	EARTHA KITT ROBERT CHRISTENBERRY
9/17/54	BERT LAHR PERLE MESTA ?
9/24/54	EVA MARIE SAINT EZRA TAFT BENSON
10/1/54	WALTER WHITE SID CAESAR
10/8/54	JANET GAYNOR & GILBERT ADRIAN EUGENE ORMANDY
10/15/54	MARTHA RAYE PRIME MINISTER MOHAMMED ? ALI
10/22/54	DAG HAMMARSKJOLD DENISE DARCEL
10/29/54	LOU LITTLE MARIAN ANDERSON
11/5/54	BENNY GOODMAN JUSTICE WILLIAM O. DOUGLAS
11/12/54	TONY CURTIS & JANET LEIGH RABBI ABBA HILLEL SILVER
11/19/54	ROBERT Q. LEWIS LILLIAN GISH
11/26/54	MAURICE EVANS JONI JAMES
12/3/54	BING CROSBY MARY MARGARET McBRIDE
12/10/54	LOWELL THOMAS VAUGHN MONROE
12/17/54	RISE STEVENS DR. NORMAN VINCENT PEALE
12/24/54	VICTOR BORGE JOHN DALY
12/31/54	SALVADORE DALI PEGGY WOOD
1/7/55	DINAH SHORE FRANCIS HENRY TAYLOR
1/14/55	HELEN HAYES BILLY ROSE
1/21/55	JOHN MASON BROWN PATRICE MUNSEL

(More)

1/28/55	BILL HOLDEN JEAN PATCHETT
2/4/55	GARRY MOORE KATHLEEN WINSOR
2/11/55	ESTHER WILLIAMS TOOTS SHOR
2/18/55	STEVE ALLEN WARDEN JOSEPH E. RAGEN
2/25/55	LES PAUL & MARY FORD GEN. JIMMY DOOLITTLE
3/4/55	ALICIA MARKOVA ROY ROGERS & DALE EVANS
3/11/55	T. COLEMAN ANDREWS JOSE FERRER & CLOONEY, ROSEMARY
3/18/55	CONRAD HILTON RED BUTTONS
3/25/55	CLINT MURCHISON & ARLENE FRANCIS
4/1/55	MARLON BRANDO CLARENCE PICKETT
4/8/55	MARILYN MONROE SIR THOMAS BEECHAM
4/15/55	JUDGE HAROLD R. MEDINA SOPHIE TUCKER
4/22/55	YOGI BERRA ADAM GIMBEL & SOPHIE
4/29/55	YEHUDI MENUHIN ROCKY GRAZIANO
5/6/55	ETHEL BARRYMORE CHARLES COLLINGWOOD
5/13/55	OSCAR HAMMERSTEIN BETTY FURNESS
5/20/55	GEN. CURTIS E. LeMAY MARY HEALY & PETER LIND HAYES
5/27/55	HARRY TRUMAN MARGARET TRUMAN
6/3/55	W. C. HANDY CORNELIA OTIS SKINNER
6/10/55	BOB HOPE JOHN GALBREATH
6/17/55	ALLEN B. DUMONT CAROL HANEY
6/24/55	AMY VANDERBILT ERNIE KOVACKS & EDITH ADAMS
7/1/55	PRIME MINISTER U NU CONNEE BOSWELL

* * *

NEWS FROM CBS RADIO
Press Information Department,
485 Madison Ave., New York 22, N.Y.
Phone: PLaza 1-2345

MR. ED MURROW
485/17

P to P.

June 25, 1959

ARTHUR GODFREY'S PLANS ANNOUNCED

Entertainer to Return to CBS Radio September 28

- - -

Plans for Arthur Godfrey's return to the air in the fall were announced jointly today by the Columbia Broadcasting System and Mr. Godfrey.

Although the famed television and radio star is well on the road to recovery following an operation for lung cancer last April, Mr. Godfrey has decided not to attempt to resume his heavy schedule of radio and television programs which last season totaled eight hours weekly.

Accordingly, it was announced that Mr. Godfrey, now in his 31st year in the broadcasting business, will confine himself next season to "Arthur Godfrey Time" over the CBS Radio Network, Monday through Friday at 9:05-10:00 AM, EDT, and to a maximum of four special one-hour television shows. Mr. Godfrey will not become host of "Person to Person" as previously announced. Information regarding this program will be announced shortly. The "Sam Levenson Show" which was established originally to substitute for the "Arthur Godfrey Time" television show will continue in its current time period, Monday through Friday at 10:30-11:00 AM, EDT.

(More)

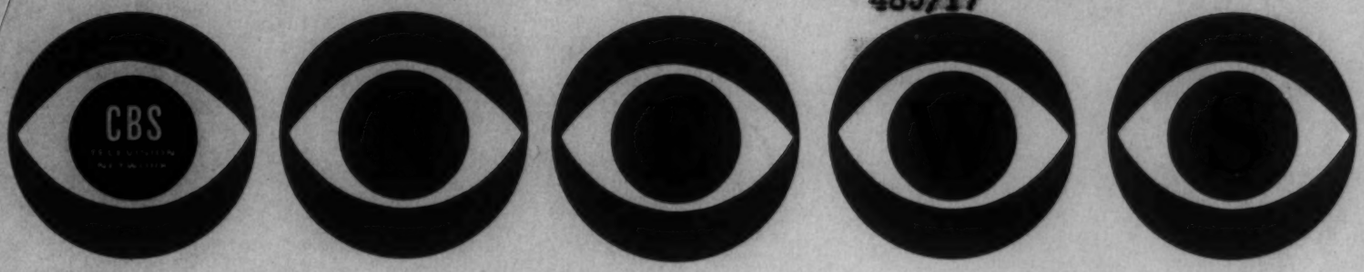
Robert Q. Lewis has been substituting for Mr. Godfrey on the radio program since late April. In stating his plan to return to his radio show on Monday, September 28, Mr. Godfrey also expressed his "heartfelt thanks" to Mr. Lewis for his able handling of the series during his absence.

In addition to the radio series, Mr. Godfrey plans to do a maximum of four special one-hour television programs during the 1959-60 season. The first of these is tentatively scheduled for September 16. No details are available as yet, but Mr. Godfrey promised the "very best that I can dream up."

Discussing his recent operation, Mr. Godfrey said that "brilliant and heroic" surgery had freed him of the cancer of which he had been a victim two months ago. He said he had been mentally "lying on the beach" as per his doctor's instructions, and that he has been swimming, hunting, flying his plane and, beginning last week, riding his horse "Goldie" again.

* * *

MR. ED MURROW
485/17



Press Information
485 Madison Ave., New York 22, N.Y.

March 12, 1959

AUDREY MEADOWS "SITS IN" FOR EDWARD R. MURROW
ON "PERSON TO PERSON" MARCH 27

Audrey Meadows will "sit in" for Edward R. Murrow on "Person to Person," on the CBS Television Network, Friday, March 27 (10:30-11:00 PM, EST) while Mr. Murrow is out of the country -- on a news assignment in England. With her sister, Jayne, Miss Meadows was herself a guest on "Person to Person" in April, 1954.

Audrey Meadows is probably best known as "Alice Kramden" -- Jackie Gleason's television wife in the Honeymooners series. Possibly not so well known is the fact that she started out in show business as a soprano in light opera, with a debut in Carnegie Hall at the age of sixteen.

Miss Meadows was born in China where her father was a missionary. She came to this country with her family (which includes two brothers who are now lawyers) when she was five. Her parents live in Sharon, Conn., where her father is the rector of Christ Church.

Audrey, who can sing, dance and do comedy with equal dexterity, is an avid sports fan; she rides, swims, plays tennis and takes a great interest in football.

The guests to be visited by Audrey Meadows will be announced shortly.

"Person to Person" is produced by John A. Aaron and Jesse Zousmer in cooperation with Edward R. Murrow.

* * *

Pub

CBS TELEVISION FEATURE

CBS Television Network
485 Madison Ave., New York 22, N.Y.

3

October 3, 1958

PERSON TO PERSONALS

(About past "Person to Person," guests of Edward R. Murrow on the CBS Television Network, Fridays, 10:30 to 11:00 PM, EDT)

Did you know that?

....Comedian Sam Levenson tests stories on his wife. When she doesn't laugh, he knows it's a good story.

....New York born photographer David Duncan has visited all of the major areas of the world except Mongolia, the North Pole and the Statue of Liberty.

....Actress Sophia Loren hates to get up in the morning, but when she does she exercises for 10 minutes.

....Miss Frances Knight, Director of the U.S. Passport Office (Mrs. Wayne Parrish in private life), went around the world in five weeks, with one suitcase.

....Emcee Dick Clark, favorite of the teen-agers, makes sure the watch on his arm is always about 4 minutes fast -- so he can hope to be on time for his radio and TV programs.

....Olympic Champion ice-skater Carol Heiss' younger sister, Nancy, says she plans to win Carol's championship "by marrying her off."

....Producer Dore Schary is photographed each year with son Jed in the same pose -- that way, he explains, he "can tell whether Jed's growing or he's shrinking."

....Entertainer Maurice Chevalier thought very seriously about becoming a prizefighter -- decided "it's very good to give punches, not very good to receive them."

* * *

P 2 P

CBS TELEVISION FEATURE

CBS Television Network
485 Madison Ave., New York 22, N.Y.

September 26, 1958

THEY COME BACK FOR MORE ON "PERSON TO PERSON"

When "Person to Person" visits with Singer Eydie Gorme and her husband, Steve Lawrence, Friday, Oct. 3 (CBS Television Network, 10:30-11:00 PM, EDT), it will make the sixth time since the program went on the air in 1953 that a guest has made a second appearance on the show.

Miss Gorme was on "Person to Person" New Year's weekend, 1956 -- when she was single and was living with her family in the Bronx, New York. Now that she's married, she keeps house in a Manhattan apartment.

It was four years ago that "Person to Person" dropped in on another singer -- Eddie Fisher, then a bachelor living at the Essex House Hotel in New York. After Fisher married Debbie Reynolds, "Person to Person" called on the couple at their California home.

Marriage was also responsible for two "Person to Person" appearances by Jayne Meadows -- once when she was living with her sister Audrey, later when she married Steve Allen.

Dean Martin and Jerry Lewis are also on the "second time around" list. In July of 1954, they shared a visit. Subsequently, "Person to Person" visited each of them separately.

In the case of former heavyweight champion Rocky Marciano, "Person to Person" called on him once at his training camp, and then paid a repeat visit after he had settled down in his newly purchased home in Brockton, Mass.

* * *

Press Information
485 Madison Ave., New York 22, N.Y.

7

September 22, 1958

EYDIE GORME, PVT. STEVE LAWRENCE AND "DEAR ABBY"
OPEN THEIR HOMES TO "PERSON TO PERSON," OCT. 3

Singers Steve Lawrence and Eydie Gorme and columnist Abigail Van Buren ("Dear Abby") will greet Edward R. Murrow "Person to Person," Friday, Oct. 3 (10:30-11:00 PM, EDT) over the CBS Television Network.

Private Steve Lawrence (he entered the Army last week) will be "at home" for the first time since starting basic training at Fort Dix. He and Eydie Gorme (a bride of 10 months) live in an apartment on Manhattan's east side.

Bronx-born Eydie and Brooklyn-born Steve were "discovered" on television, gained their experience on television and came into their own last summer when they starred in their own nighttime television program.

Abigail Van Buren is the pen name of Mrs. Pauline Phillips, wife of Morton Phillips, a kitchen utensil manufacturer. The couple, with their two children, 12-year-old Eddie and 15-year-old Jeannie, live in a rambling house in the Hillsboro section of Burlingame, Calif.

As "Dear Abby," Mrs. Phillips doles out advice on everyday problems to something like 50 million newspaper readers across the country.

* * *

Pub

CBS TELEVISION FEATURE

CBS Television Network
485 Madison Ave., New York 22, N.Y.

September 16, 1958

"PERSON TO PERSON" GETS AWAY FROM IT ALL

The historic trip under the North Pole by the world's first atomic submarine, the Nautilus, has been referred to as a "club car" cruise.

Because the crew, under Comdr. William R. Anderson (who will be visited aboard the sub by Edward R. Murrow, "Person to Person," Friday, Sept. 26, CBS Television Network, 10:30-11:00 PM, EDT) solved the problem of "how to get away from yourself" in a submarine. The men relaxed with movies, music, parties and games.

Mr. Murrow finds that many of his guests on earlier programs also have found ways of "getting away from it all." For instance:

Actress Rhonda Fleming likes to garden on weekends.... Gen. Alfred M Greunther plays tennis or bridge....Actress Sophia Loren likes to swim....Singer Mahalia Jackson cleans house....Dr. James Conant goes trout fishing....Academy Award winner Joanne Woodward sews....Sen. Robert "Bob" Kennedy likes to read, particularly American history....Singer Julie London unwinds by knitting....Actor Peter Ustinov is a sports car enthusiast....Actor Anthony Quinn hikes the Pacific Palisades, and entertainer Maurice Chevalier likes long walks.

* * *

Pub

CBS TELEVISION FEATURE

CBS Television Network
485 Madison Ave., New York 22, N.Y.

September 15, 1958

COMMANDER TAKES PLACE ALONGSIDE GENERALS,
ADMIRALS ON "PERSON TO PERSON"

When Edward R. Murrow visits Comdr. William R. Anderson, skipper of the Nautilus, in port at New London, Conn., on the season premiere of "Person to Person" Friday, Sept. 26 (CBS Television Network, 10:30-11:00 PM, EDT), he will be adding another famed name to the list of military men who have been interviewed on the program during the past five years.

Since the program made its debut in 1953, eight generals have received Murrow's crews on the Friday night visits: Gen. Maxwell D. Taylor, Army Chief of Staff, who was at home at "Quarters One" at Fort Myer, Va.; Gen. Curtis Le May, who at that time headed the Strategic Air Command at Omaha, Neb.; Gen. John B. Medaris, Chief of the Army project that sent the first satellite into orbit (visited at Redstone Arsenal, Alabama); Gen. James H. Doolittle, who was at home in New York; Gen. Garrison H. Davidson, superintendent of West Point, and Generals Alfred M. Greunther, Lemuel Shepherd and William Dean, all in the Washington area.

Four admirals have been on Murrow's calling list: Adm. Chester Nimitz, in San Francisco; Adm. William R. Smedberg, at Annapolis; Adm. Lewis Strauss, in Washington, and the late Adm. Richard E. Byrd, in Boston.

* * *

Prog. Bu P.P.

COLUMBIA BROADCASTING SYSTEM

Office Communication

to: Mr. Rosen cc: Messrs. Seward, Aaron and Zousmer

from: Mr. Murrow

January 9, 1958

I answer your memo of December 26th.

I doubt the wisdom of attempting 16 mm. distribution of the PERSON TO PERSON programs. Special clearance would have to be obtained from participants, the quality of the kinescopes is in many cases unsatisfactory, and unless there are compelling reasons, I would suggest that this venture not be undertaken.

fc E.R.M.

CBS TELEVISION

Office Communication

to: Messrs. Murrow, Aaron, Zousmer — cc: Mr. J. Seward

from: Paul A. Rosen — December 26, 1957

As Mr. Murrow knows, we have had most pleasant relations in the field of 16 mm. non-theatrical, non-broadcast, distribution of our programs. Primarily, this distribution is in the educational area, although it also includes exhibition before civic and community groups, organisations, eleemosynary and the like.

It is believed that many of the interviews conducted on PERSON TO PERSON have lasting topicalities and a permanent value for 16 mm. exhibition. In this connection, it will be appreciated if you will provide us with a list of suggested programs, or segments of programs, which might have such an application.

Your early advice will be appreciated.

P. A. R.

PAR:jr

TO ed

FROM jz

12/22/53

To be "co-operative" we have crossed out in black pencil the guests who for very obvious reasons have no "lasting topicalities and a permanent value" for 16 mm exhibition.

We havenot crossed out such as: Joe Louis, Earl Wilson, Nan Rees, Mayor Curley, etc.

Of course, if this goes through, someone should screen every kine for quality, content and timeliness. We can't recall em all..or can you.

CBS TELEVISION

Office Communication

to: Brown, Harvey, Aaron, Trumar

cc: Mr. J. Howard

from: Paul A. Brown

December 20, 1957

As Mr. Harvey knows, we have had most pleasant relations in the field of 16 mm. non-theatrical, non-broadcast, distribution of our programs. Primarily, this distribution is in the educational area, although it also includes exhibition before civic and community groups, organizations, elementary and the like.

It is believed that many of the interviews conducted on PERSON TO PERSON have lasting topicalities and a permanent value for 16 mm. exhibition. In this connection, it will be appreciated if you will provide us with a list of suggested programs, or segments of programs, which might have such an application.

Your early advice will be appreciated.

P. A. B.

PAB:jr

attaches a stand

— Ja

365

= not a "lasting topicality and a permanent value".

PERSON TO PERSON

FIRST SEASON 1953-1954

— Ja

Oct. 2/53	~~Roy Campanella~~ ~~Leopold Stokowski~~	2/19/54	Sam Goldwyn [redacted]
10/9/53	[redacted] Valentina	2/26/54	Helen Traubel Louis Seltzer
10/16/53	James C. Petrillo Richard Simon	Mar. 5/54	[redacted]
10/23/53	~~Arthur Godfrey~~ Bill McCutcheon	3/12/54	David Sarnoff ~~George Humphrey~~
10/30/53	[redacted] ~~Gen. William F. Dean~~	3/19/54	Mickey Spillane Fleur Cowles
Nov. 6/53	Richard Rogers Elsa Maxwell	3/26/54	~~Imogene Coca~~ Emmett Kelly
11/13/53	Bil & Cora Baird [redacted]	Apr. 2/54	Gloria Swanson [redacted]
11/20/53	Tallulah Bankhead [redacted]	4/9/54	Groucho Marx James P. Mitchell
11/27/53	[redacted] Joe Louis	4/16/54	Archbishop Richard J. Cushing Lilly Dache
Dec. 4/53	Eva Gabor [redacted]	4/23/54	[redacted]
12/11/53	James T. Shotwell Ed Sullivan	4/30/54	Mary Martin Bill Corum
12/18/53	Marguerite Higgins Bob Norton	May 7/54	[redacted] Hildegarde
12/25/53	[redacted] (Macy's) [redacted] Mailman	5/14/54	[redacted] Wally Cox
Jan. 1/54	~~Renee Jeanmaire~~ Walt Kelly	5/21/54	Earl Wilson Jacqueline Cochran & Floyd Odlum
1/8/54	George Meany Ethel Waters	5/28/54	Mindy Carson Samuel Leibowitz
1/15/54	~~Eddie Fisher~~ Dr. Ralph Bunche	June 4/54	Mayor Robert F. Wagner Gertrude Berg
1/22/54	~~Capt. Donald Sanwell~~ Eleanor Roosevelt	6/11/54	[redacted]
1/29/54	~~Brandon de Wilde~~ James C. Hagerty	6/18/54	Guy Lombardo Fannie Hurst
Feb. 5/54	Dr. Nathan M. Pusey Lily Pons	6/25/54	[redacted] ~~Gen. Samuel Gompers~~, Jr.
2/12/54	Nan Rees [redacted]	July 2/54	[redacted]

PERSON TO PERSON

SECOND SEASON - 1954-.1955

Sept. 3/54 [redacted]
Alec Templeton

9/10/54 Eartha Kitt
[redacted]

9/17/54 Bert Lahr
[redacted]

9/24/54 [redacted]
Ezra Taft Benson

Oct. 1/54 [redacted]
Sid Caesar

10/8/54 Janet Gaynor & Gilbert Adrian
Eugene Ormandy

10/15/54 [redacted]
[redacted] Ali

10/22/54 Dag Hammarskjold
Denise Darcel

10/29/54 [redacted]

Nov. 5/54 Benny Goodman
Justice William O. Douglas

11/12/54 [redacted] Leigh
Rabbi Abba Hillel Silver

11/19/54 [redacted]
Lillian Gish

11/26/54 Maurice Evans
Joni James

Dec. 3/54 [redacted]
Mary Margaret McBride

12/10/54 Lowell Thomas
Vaughn Monroe

12/17/54 Rise Stevens
Dr. Norman Vincent Peale

12/24/54 Victor Borge
John Daly

12/31/54 Salvadore Dali
Peggy Wood

Jan. 7/55 Dinah Shore
[redacted]

1/14/55 [redacted]

1/21/55 John Mason Brown
Patrice Munsel

1/28/55 Bill Holden
[redacted]

Feb. 4/55 Garry Moore
[redacted]

2/11/55 [redacted]
Toots Shor

2/18/55 [redacted]
Warden Joseph E. Ragen

2/2 5/55 Les Paul & Mary Ford
Gen. Jimmy Doolittle

Mar. 4/55 Alicia Markova
[redacted]

3/11/55 [redacted]

3/18/55 Conrad Hilton
[redacted]

3/25/55 Clint Murchison
Arlene Francis

April 1/55 [redacted]
Clarence Pickett

4/8/55 [redacted]
Sir Thomas Beecham

4/15/55 Judge Harold R. Medina
Sophie Tucker

4/22/55 Yogi Berra
Adam Gimbel & Sophie

4/29/55 Yehudi Menuhin
Rocky Graziano

May 6/55 Ethel Barrymore
[redacted]

5/13/55 Oscar Hammerstein
Betty Furness

5/20/55 [redacted]
Mary Healy & Peter Lind Hayes

5/27/55 Harry Truman & Margaret Truman

June 3/55 W.C. Handy
Cornelia Otis Skinner

6/10/55 Bob Hope
[redacted]

6/17/55 Allen B. DuMont
Carol Haney

6/24/55 Amy Vanderbilt
Ernie Kovacks & Edith Adams

July 1/55 Prime Minister U Nu
Connee Boswell

PERSON TO PERSON

THIRD SEASON - 1955-1956

Sept. 2/55	[redacted] Margaret Bourke-White
9/9/55	Ethel Merman Mollie Parnis
9/16/55	[redacted]
9/23/55	Leonard Bernstein, and Felicia Montelagre Jesse Owens
9/30/55	[redacted] Mr. & Mrs. Morris Cafritz
Oct. 7/55	[redacted] Harold Russell
10/14/55	Charlton Heston [redacted]
10/21/55	Julie Harris John Gunther
10/28/55	[redacted] Maxwell Taylor
Nov. 4/55	Sammy Davis, Jr. [redacted]
11/11/55	Mrs. Theodore Roosevelt, Jr. Gisele MacKenzie
11/18/55	[redacted]
11/25/55	[redacted] Eugene Meyer
Dec. 2/55	Frederick March Mitch Miller
12/9/55	Abe Burrows Pierre S. DuPont
12/16/55	Kim Novak (100th telecast) Leonard Lyons
12/23/55	Danny Thomas [redacted]
12/30/55	Arthur Murrays Mrs. Catherine Marshall
Jan. 5/56	Liberace Morris Ernst
1/13/56	[redacted] H.V. Kaltenborn
1/20/56	Dorothy & Dick Kollmar [redacted]
1/27/56	[redacted] Drew Pearson
Feb. 3/56	[redacted]
2/10/56	[redacted] Ralph Newman
2/17/56	Milton Caniff [redacted]
2/24/56	[redacted] Bob Feller
Mar. 2/56	Jane Russell Cab Calloway
3/9/56	Raymond Massey [redacted]
3/16/56	Pearl Buck Paul Winchell
3/23/56	[redacted] Raymond Loewy
3/30/56	[redacted] Ceil Chapman
April 6/56	Hal March Billy Graham
4/13/56	Dr. George Gallup Hermione Gingold
4/20/56	[redacted] Burl Ives
4/27/56	Vannevar Bush Noel Coward
May 4/56	[redacted]
5/11/56	Ralph Bellamy [redacted]
5/18/56	Bea Lillie Sonny Jim Fitzsimmons
5/25/56	Dorothy Thompson Johnny Ray
June 1/56	Rocky Marciano Tony Martin, Cyd Charisse
6/8/56	Philippe of the Waldorf [redacted]
6/15/56	[redacted] Tex and Jinx
6/22/56	Lighthouse Keeper Richard Moreland Bambi Linn, Rod Alexander
6/29/56	"Dizzy" Gillespie Emily Kimbrough

PERSON TO PERSON

FOURTH SEASON - 1956-1957

Sept. 14/56	[redacted]
9/21/56	[redacted] Bob Considine
9/28/56	Duke & Duchess of Windsor [redacted]
Oct. 5/56	Admiral Lewis Strauss Eddie Cantor
10/12/56	[redacted]
10/19/56	Harry Blackstone [redacted]
10/26/56	Herman Hickman Sylvia Porter
Nov. 2/56	Joe E. Lewis Ralph Edwards
11/9/56	([redacted] [redacted] [redacted]
11/16/56	Jan Peerce Siobhan McKenna
11/23/56	Lawrence Welk Nathan Milstein
11/30/56	[redacted] Clifton Fadiman
Dec. 7/56	Anita Ekberg & Anthony Steel Ludwig Bemelmans
12/14/56	[redacted] Sal Mineo
12/21/56	[redacted] [redacted] [redacted]
12/28/56	[redacted]
Jan. 4/57	Admiral Chester W. Nimitz Frankie Laine
1/11/57	[redacted] Basil Rathbone
1/18/57	Bill Cullen [redacted]
1/25/57	Paul Douglas & Jan Sterling Sen. Herbert H. Lehman
Feb. 1/57	Roberta Sherwood [redacted]
2/8/57	Gypsy Rose Lee Mrs. John G. Lee
2/15/57	David Burpee Gladys Swarthout
2/22/57	Kim Hunter Gen. Garrison H. Davidson
Mar. 1/57	[redacted] Tennessee Ernie Ford
3/8/57	Stewart Alsop Ted Lewis
3/15/57	[redacted] William Zorach
3/22/57	[redacted]
3/29/57	Felix Adler [redacted]
Apr. 5/57	Mike Todd & Elizabeth Taylor Mark Van Doren
4/12/57	Henry Wallace Ted Atkinson
4/19/57	Constance Bennett Mel Allen
4/26/57	Howard Lindsay & Dorothy Stickney Roberta Peters
May 3/57	James Michael Curley Warden Paul J. Madigan (Alcatraz)
5/10/57	[redacted] Artur Rubinstein
5/17/57	Wilbur Clark Dorothy Draper
5/24/57	Sen. John L. McClellan Faith Baldwin
5/31/57	J. C. Penney Lisa Kirk
June 7/57	Fred Astaire Julie Wilson
6/14/57	Anne Fogarty [redacted]
6/21/57	[redacted]
6/28/57	H. Allen Smith A. C. Nielsen

P&P

CBS TELEVISION

Office Communication

to: Messrs. Robinson, Harrison, Rosen, Sarnoff

from: Mr. Murrow

March 19, 1957

SUBJECT: Plans for PERSON TO PERSON
'57-'58 Season

If you are agreeable, I propose that we handle this program in the following fashion:

1. The selection of guests will continue to be made in this office, as in the past.

2. All current staff personnel will be retained. (I assume that the continuing success of the program will cause the Company to follow its normal program of merit raises.)

3. As you are aware, the costs for individual programs vary widely. We have remained well under the budget this year, and can certainly do so next year if Accounting can provide us with the Statement each thirteen weeks, thus permitting us to "shorten the reins" during following weeks where necessary.

4. As you also know, we frequently schedule guests from three to six months in advance, and the cost of origination is always a factor. It would therefore be helpful if we could have an agreed budget as promptly as possible.

5. I suppose what I am proposing is that we continue to run the program as in the past, trying to stay out of trouble and being sure to stay within the budget.

E.R.M.

sh

P&P

CBS TELEVISION

Office Communication

to: Messrs. Aaron and Zousmer

from: Mr. Murrow

June 19, 1956

A few random ideas for next year:

Margaret Meade
John Hersey
John Steinbeck
Bob Hutchins
David Cohn
David Lawrence
Dennis Johnson
Sam Rayburn
Joe Martin
General Twining
Arleigh Burke

General Bradley
Admiral Strauss
Ben Shahn
Burris Jenkins
Bob Considine
Ivy Priest
Abba Eban
Hussein, Egyptian Ambassador
Shirley Booth
Louis Armstrong
Mike Todd

Tom Dewey
Jimmy Durante
Margaret and
E. C. Daniel
Compton of MIT

E.R.M.

Person to Person

CBS TELEVISION

Office Communication

to: Mr. Seward

from: Mr. Murrow

September 1, 1955

Our station list as of today indicates that the following stations are carrying PERSON TO PERSON on a co-op basis on alternate weeks, that is the week that is sponsored by Amoco and Hamm:

Cincinnati	Motorists Mutual
Columbus	Motorists Mutual
Cleveland	Cleveland Illuminating Co.
Des Moines	sponsor unknown yet, but co-op
Galveston-Houston	Finger Office Furniture Co.
Indianapolis	Atkinson Realty Co.
Kalamazoo	sponsor unknown
Louisville	sponsor unknown
Nashville	Sealtest Co.
Oklahoma City	Montgomery Ward
Phoenix	sponsor unknown
Salt Lake City	Standard Optical Co.
Tacoma-Seattle	sponsor unknown
Henderson	Midwestern Federal Savings and Loan Company

Since this arrangement, of which I was unaware, must produce some revenue for CBS, it seems to me that PERSON TO PERSON should receive a share.

E.R.M.

rh

Sept 1 55

Ed:

Our station list as of today shows the following co-ops for P to P:

Cincinnati..Motorists Mutual
Columbus " "
Cleveland... Cleveland Illuminating Co.
Des Moines.. sponsor unknown yet but a co-op
Galveston-Houston..Finger Office Furniture Co.
Indianapolis..Atkinson Realty Co
Kalamazoo..sponsor unknown
Louisville..unknown
Nashville.. eSealtest Co
Oklahoma City..Montgomery Ward
Phoenix.. unknown
Salt Lake City.. Standard Optical Co.
Tacoma-Seattle..unknown
Henderson.. Midwestern Federal Savings and Loan Co.

14

All of these co-ops come on the alternate weeks..the Amoco-Hamm weeks.

jz

P to P

NOXZEMA CHEMICAL COMPANY
NOXZEMA SKIN CREAM
PERSON TO PERSON

TV COMMERCIAL #12
CBS-TV
OPENING MAY 28 1954

OPEN ON BEAUTIFULLY APPOINTED DRESSING TABLE - HAND PLACES JAR OF NOXZEMA, UNCOVERED, NEXT TO VASE OF FLOWERS	VOICE: (V.O.-QUIETLY) Here is Noxzema, the most famous Skin Cream in America - <u>different</u> because it is especially medicated to help your skin...
DOLLY IN TO JAR	Medicated for your skin comfort - and for skin beauty.
CUT TO NANCY REYNOLDS IN ATTRACTIVE AFTERNOON DRESS, HOLDING A JAR OF NOXZEMA, WITH TOP ON	NANCY REYNOLDS: Noxzema, the <u>only</u> leading cream that promises to help you look lovelier in ten days ... or your money back!
DISS THRU NOXZEMA JAR AGAIN AS IN OPENING. "NOXZEMA SKIN CREAM" CAN BE SEEN ON JAR.	VOICE: (V.O.) Noxzema Skin Cream presents "Person to Person"

NOXZEMA CHEMICAL COMPANY
NOXZEMA SKIN CREAM
PERSON TO PERSON

TV COMMERCIAL #13
CBS-TV
90 SECONDS

OPEN ON JAR WITH ANIMATED TWINKLING STARS THEN ON WORDS "JUST SMOOTH" FADE OUT JAR, FADE IN NANCY AS SHE FEELS HER CHEEK

(SONG IN B.G.)
Smooth on Noxzema!
And your skin will feel
how it tingles, it tingles!

MCU NANCY SITS AT DRESSING TABLE AND TALKS TO VIEWER. SHOWS JAR.

I'm Nancy Reynolds, and that tingle tells you how wonderful - how different - Noxzema is.

TAKE DAB OF NOXZEMA AND APPLIES TO CHEEK, LOOKING IN MIRROR

The minute you smooth greaseless Noxzema on your skin you feel that cool, refreshing, exhilarating tingle.

LOOKS UP TO CAMERA

And that's your way of knowing this famous medicated beauty cream is starting to work its wonders for you.

Think of it! In this one jar is your chance to look lovelier in 10 days or you'll get your money back.

DOLLY TO CU

That's quite a promise. But skin doctors have proved it in scores of cases. And literally thousands of women have seen how Noxzema helps their skin look prettier.

That's because Noxzema gives you a combination of softening, cleansing and healing ingredients that you just can't get in any other leading beauty cream.

If your skin doesn't look lovelier in just 10 days -- return this jar to Noxzema, Baltimore and you'll get your money back! That's how sure we are you'll use Noxzema to help protect your skin...and keep it lovely!

CUT TO JAR WITH ANIMATED TWINKLING STARS - AT MIDDLE OF SONG SUPER "LOOK LOVELIER IN 10 DAYS"

(SONG)
You can look lovelier in just 10 days with Noxzema, Noxzema!

NOXZEMA CHEMICAL COMPANY
NOXZEMA SKIN CREAM
PERSON TO PERSON

TV COMMERCIAL #15
CBS-TV
30 SECONDS

OPEN ON LONG SHOT OF GIRL IN ABBREVIATED 2-PIECE BATHING SUIT LYING ON A BEACH. SHE IS ON A BEACH MAT - THERE IS A BEACH BALL AND AN OPEN BOOK. DOLLY IN ALMOST IMMEDIATELY TO CU OF GIRL FROM THE WAIST UP. SUPER "SUNBURN" 3 TIMES IN SYNC.	ANNCR: (V.O.) Sunburn ... Sunburn ...Sunburn...
MATCH DISS TO GIRL IN THE SAME POSITION LYING ON HER BED. SHE HAS OBVIOUSLY BEEN BADLY SUNBURNED AS IN ILLUSTRATION OF AD. PULL BACK TO ALMOST COMPLETE VIEW OF GIRL LYING ON THE BED	(V.O.) ...Murders sleep!
DOLLY IN TO CU OF GIRL'S HEAD AND SHOULDERS. SHE IS OBVIOUSLY IN PAIN FROM SUNBURN. SHE RAISES UP. FOLLOW HER HAND AS IT REACHES FOR JAR OF NOXZEMA ON THE NIGHT TABLE. SUPER "COOL" IN SYNC	(V.O.) For painful sunburn there's nothing like greaseless Noxzema. Noxzema lets you sleep in <u>cool</u> comfort.
GIRL'S BACK TOWARDS CAMERA. AS SHE APPLIES NOXZEMA TO HER SHOULDER HER FACE IS TURNED SO THAT THE CAMERA CAN SEE IT. AS SHE APPLIES IT SHE GRADUALLY BEGINS TO SMILE UNTIL SHE HAS A DELIGHTED GRIN ON HER FACE. SUPER "SOOTHING" IN SYNC.	Medicated Noxzema brings <u>soothing</u> relief in as little as three seconds - even to the most severe cases. And (NOXZEMA) <u>never</u> <u>stains</u> <u>your</u> <u>clothes</u>.
CUT TO MEDIUM SHOT OF LIFEGUARD OFFERING JAR OF NOXZEMA TO THE VIEWER. WE SEE "LIFEGUARD" ON HIS SHIRT. DOLLY TO CU OF JAR.	LIFEGUARD: First aid hospitals at most American beaches have relied for years on greaseless Noxzema for sunburn ... try it!

P. to P. 7

CALIFORNIA

BERGEN

CANTOR

DURANTE

WYNN, ED

WAYNE, JOHN

WELK, LAWRENCE

ROGERS, GINGER

COLE, NAT KING

CHAMPIONS, GOWER & MARGE

COLBERT, C.

LAUGHTON, CHARLES

MASON, JAMES

OBERON, MERLE

VALLEE, RUDY

OZZIE & HARRIET

CALIFORNIA ?

GRANT, CARY

TAYLOR, ROBERT

LLOYD, HAROLD

BURNS & ALLEN

PECK, GREGORY

HITCHCOCK, ALFRED

HEPBURN, AUDRY

DEMILLE, CECIL

EDWARDS, RALPH

GRABLE, BETTY

ERNIE, TENNESSEE

BENNY, JACK

GARLAND, JUDY

DAY, DORIS

O.K.

WILKINSON, BUD

RITCHARD, CYRL

ALBRIGHT, TENLY

MAYS, WILLIE

DAVIS, BETTE

BENNETT, CONNIE

BLAIR HOUSE

BERGEN, POLLY

GIBBS, GEORGIA

BERLITZ

LEVENSON

HOLM

WHITCOMB

EMERSON

ALLISON, FRAN

FADIMAN

LOGAN

MOORE VICTOR

PEARCE, JAN

ROSE LEE, GYPSY

TANDY & CROYNE

RHEINHART

LILO

CRAWFORD

SCHRINER

HAYWORTH

RUSSELL, ROZ

TRUMAN, MARGARET

GARROWAY

GINA

BARBER, RED

STANTON

LUCE*

ZAHARIS

STENGEL

MRS. WILLKIE

ROCKWELL, NORMAN

BERLE, MILTON

WARREN, JUSTICE

CERF

FUNSTON

HOPPER, HEDDA

KELLY GENE

LEWIS, JOHN L.

REUTHER, WALTER

SAALK

STRAUSS

HART, MOSS

SWARTHOUT

~~TODD~~

CULLEN

PARKER, FRANK

KIPLINGER

MANDEL

PETERS, ROBERTA

KIFTNER

CONSODINE

GRANGE

HALSMAN

KAISER

KAUFFMAN

KINSEY

MONTGOMERY, ROBT.

MINEO

NORTH

NORRIS

SPAETZ

WHITEMAN

ROMULO

TEMPLE
SUB
ARGARO
BARUCH
BERLIN
BOOTH, SHIRLEY
COOPER, GARY
COMO, PERRY
CARNEY
CORNELL
CAGNEY
DUNNE
DISNEY
DIETRICH
FIRESTONE
GABLE
GOBEL
HOOVER
HOWARD
HEMMINGWAY
HEPBURN, K
JONES, BOBBY
KETTERING
MAYOS
NIXON

PICKFORD
PORTER
RICKENBACKER
RADFORD
SMITH, KATE
STANWYCK
STEINBECK
HELLMAN, S
TUNNEY
WINCHELL
WHITNEY
BREWER
COLEMAN
FORD
CHAYEFSKY
ELLINGTON
FLAGG
GARBO
MAC ARTHUR
ROCKEFELLER
HALSEY
KELLER
SPOCK
SPELLMAN
WINSTON
WHITE, DR.

P2P

Press Information
485 Madison Ave., New York 22, N.Y.

November 4, 1957

ART LINKLETTER, MAP-MAKER CALEB HAMMOND AND FAMILIES
TO BE VISITED "PERSON TO PERSON," FRIDAY, NOV. 15

Art Linkletter, a personality known to millions in the radio and television audience, and map-maker Caleb Hammond, whose works are familiar to most students across the country, will be visited by Edward R. Murrow "Person to Person," Friday, Nov. 15 (CBS Television, 10:30-11:00 PM, EST).

Art Linkletter, after roaming the U.S. in such jobs as bus boy, forest fire-fighter, threatre usher, meat packer, arc-welder, sailor and Wall Street clerk, finally settled for a job as a radio announcer and began his climb to fame.

Today, Linkletter, his wife Lois and their five "links" -- Jack, 19; Dawn, 17; Robert, 13; Sharon, 11; and Diane, 9 -- live in Holmby Hills, Calif. Robert, a seventh grader is the mechanic of the family; Sharon, in the fifth grade, collects stamps and plays the piano; Diane, a third grader, hopes to become an ice skater; while the eldest two, Dawn and Jack, prefer show business. All are ardent handball, basketball and swimming enthusiasts.

Caleb Hammond is the fourth member of his family to head the 56-year-old Hammond Map Co. -- one of the country's largest map-making firms. Mr. Hammond came by his interest in maps naturally. As a

(More)

small boy he heard his grandfather, uncle and father talk nothing but map-making. He studied engineering and surveying, then learned the practical uses of maps and charts by working as a deckhand on board an oil tanker.

Mr. Hammond, his wife, Patricia, their twin daughters, Beth Lynn and Wendie Harrison, age 14, and their son Caleb Dean Hammond, 3rd, age 16, live in Maplewood, N. J.

* * *

Press Information
485 Madison Ave., New York 22, N.Y.

August 26, 1954

MURROW VISITS HUMPHREY BOGART AND LAUREN BACALL,
AND THE ALEC TEMPLETONS ON "PERSON TO PERSON"
AS SERIES STARTS SECOND YEAR ON CBS TELEVISION

Humphrey Bogart and Lauren Bacall and Mr. and Mrs. Alec Templeton will be at home, via "live" remote telecast, to Edward R. Murrow and his CBS Television audience on the premiere "Person to Person" program of the 1954-55 season, Friday, Sept. 3 (CBS Television, 10:30-11:00 PM, EDT).

The Bogarts, along with their children, Stephen and Leslie, will be visited in their home in Los Angeles. Bogart currently is seen in the part of Captain Queeg in the motion picture version of Herman Wouk's "The Caine Mutiny." Miss Bacall starred most recently in the movie "How to Marry a Millionaire."

Templeton, the Welsh-born pianist-composer, and his wife will welcome televiewers to Stornello (Italian for song), their Greenwich, Conn., home.

"Person to Person" is produced by John A. Aaron and Jesse Zousmer in cooperation with Murrow. Directors are Franklin Schaffner, Charles N. Hill and Robert Sammon. Associate editors are John Horn and David Moore.

(More)

In its first season (80 televisits), the program won wide public and critical notice for its personal and intimate at-home meetings with well-known and little-known notables from all fields of American life.

During the eight-week summer hiatus, "It's News to Me" substituted for "Person to Person."

The series is sponsored by the American Oil Co., represented by The Joseph Katz Co.; Hamm Brewing Co., through Campbell-Mithun, Inc.; and the Noxzema Chemical Co., through Sullivan, Stauffer, Colwell & Bayles, Inc.

* * *

N.Y.P.
9/9/59

On The Air

By BOB WILLIAMS

CBS president Frank Stanton asked for the truth on TV.

And Ed Murrow gave it to him.

Was it "Murrow's Revenge"?

That was the big question around CBS today after Murrow's "Small World" program Sunday.

In the midst of the Washington quiz show disclosures, Stanton announced a new era of TV in which "canned laughter" would be banned and supposedly "spontaneous" shows which had been "rehearsed" would be so identified.

He singled out, among others, "Person to Person," on which Ed Murrow had served as the heavy-smoking question-man for five years. Murrow, in London, responded quickly and angrily by saying that the production methods of "Person to Person" had been well-publicized.

EDWARD R. MURROW

He emphasized that it was impractical to move "tons" of equipment into a celebrity's home for a telecast and conduct an interview without considerable preparation as to the physical movements of the subjects and the content of the questions and answers.

Murrow also took occasion to suggest that Dr. Stanton apparently was "ignorant" of TV production methods, particularly those pertaining to "news."

That was where the argument ended, supposedly, until yesterday.

"Small World" was a compilation, as usual, of film and sound track of a phone conversation involving Murrow in London, Irish playwright Brendan Behan in Dublin, Jackie Gleason in Poughkeepsie and John Mason Brown in New York.

For 15 minutes, it was an astonishingly realistic babble over which the bibulous Behan predominated. Filmed snatches of Murrow showed him frowning, but without pain, John Mason Brown holding his head with obvious woe and the worldly Gleason, a man who knows his way around a bottle, wisely amused.

Behan, an unrestrained fellow who has been known to invade the stage during his own iconoclastic London productions, disappeared from sight after the mid-way point in the half-hour show—edited out, as it were.

It was understood—just understood, you understand—that the talk got somewhat beyond the "realistic" notions of Dr. Stanton. Thus, "Small World" got along during the last half of the program without the vocal services of Behan. Murrow made no attempt to mask the seemingly troublous situation.

* * *

During the introduction to "Small World," it was pointed out rather emphatically that the program was "filmed" Oct. 11.

Dr. Stanton did not make his pronouncement about the new "honesty" in CBS program presentations until Oct. 16. He did not even refer to "Person to Person" until a few days later.

Yet Murrow was able to refer on the show to "canned laughter"—asking Gleason's opinion of it.

"Small World" was apparently not "edited," however, or put into final shape, until after the week-end of Oct. 16.

Last spring, when Murrow announced he was taking advantage of a contract clause which provided for a one-year "sabbatical," there were sharp rumors of a rift between him and Stanton.

It was no secret that Murrow was seething over the fact that the network had killed his prize-adorned "See It Now" projects, which included his devastating reports on the late Sen. McCarthy.

Murrow, although vacationing, decided to turn out a full season's schedule of "Small World," as well as occasional news reports. And his co-producing "See It Now" partner, Fred Friendly, came back on TV with "CBS Reports"—a revived version of "See It Now."

There was no subterfuge about "Small World" yesterday.

They told the viewers when it was "filmed" and how. Murrow let Behan talk—and sing. And, in the middle of one of Behan's "songs," Murrow "broke" the show for the commercial.

When the commercial was over, Behan was missing.

As Gleason said: Behan had come through "100 proof."

If Dr. Stanton wanted realism, Murrow certainly gave it to him.

* * *

When the Ch. 2 "To Tell the Truth" panel gathered last Thursday, they suffered a disappointment. They were never told the answers to the guessing-game. But they were traditionally told the subjects which would be involved—the better to fashion smarter questions. Last Thursday, they were told nothing—and thus were totally unprepared. It was one more consequence of the quiz show revelations . . . Dale Wasserman's script for tonight's Ch. 2 production of "I, Don Quixote," was a honey when we read it a few weeks back. If it comes to life dramatically, it should really be a "special" . . . The Dec. 4 CBS offering of "Oliver Twist" has been extravagantly cast, except for the title role, which remains unfilled. Eric Portman will play Fagin, Robert Morley will portray Beadle. Inga Swenson and John Colicos will play two of the supporting roles.

* * *

In the age of TV, the best college football game in the country Saturday, between Penn State and Syracuse, was on radio. And during the WRCA broadcast, immediately after a commercial break, announcer Chris Schenkel said: "Here we are again and Penn State has moved into action. They have already failed to move the ball in two tries . . ." Didn't he mean Penn State had moved into "inaction"?

levision VARIETY

LIGHT and AIRY

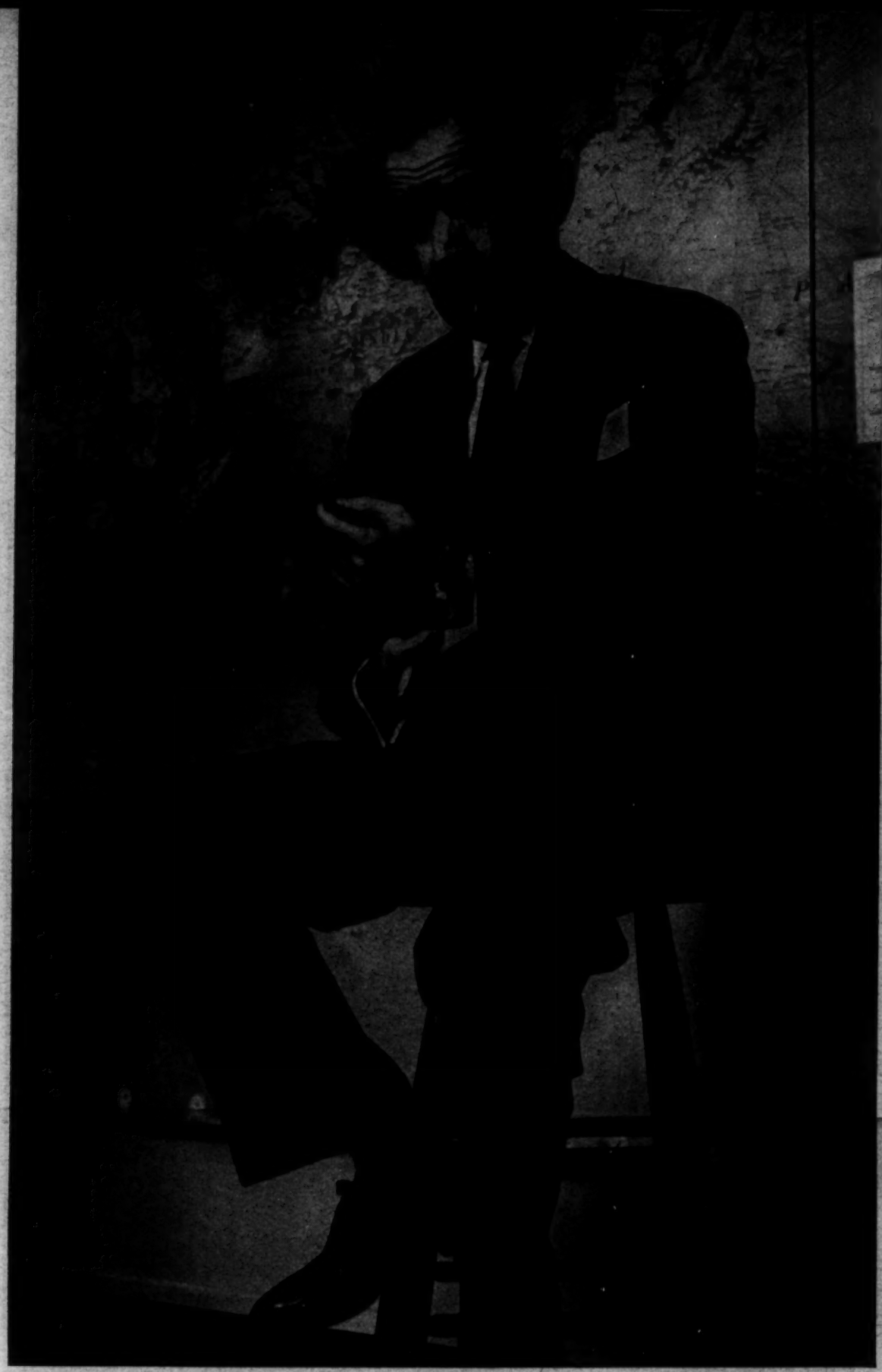
by JACK HELLMAN

THE SHORT LINE . . . THE BIG 'UNS, BETTER KNOWN IN TV as "spectaculars," have caught the sponsors' fancy and more of them will be coming along. Dan Seymour, Young & Rubicam veepee, who made the pitch that sold General Foods on the Rodgers & Hammerstein tribute, says that the client was real happy with the results and is satisfied that the investment of a million (or less) was well worth the gamble. As a result of this and other impressive productions, he believes that a new pattern is shaping with advertisers. "They like the idea of merchandising their shows with elaborate presentations like in national magazines," offered Seymour. "Instead of using modest space week in and out, they're getting around to double trucks eight or 10 times a year for a grand splash. The impact is more penetrating and lasting. They're still talking about the R&H spectacle." This has been the tack NBC's "Pat" Weaver took some time ago and his spade has unearthed many an entertainment bonanza . . . The actor who wasn't there when Albert McCleery cued a camera to him on Hallmark Hall of Fame will be surprised to get another call from him. "I'll definitely use him again," said McCleery. "Everyone is entitled to one mistake." Who says tv producers aren't human? . . . Harry Ackerman and his staff of assistants at Television City foregather every Friday ayem in a private dining room at the Beverly Hills Hotel to discuss the week's problems . . . CBS couldn't sell its televised rasslin' on Saturday afternoon so off it comes May 1. Only one who didn't lose on the deal was George Johnson, who bought the rights for $5,500 and sold them to CBS for $14,000. Asking price for sponsorship was $21,000 with no takers, nary a nibble.

* * *

TELETYPE . . . EDWARD R. MURROW WAS IN A JOVIAL mood on his person-to-person call to Groucho Marx last Friday and he seemed to enjoy the breather from his skirmish with Joe McCarthy. He laughed, chuckled and broke up at some of the highly nervous Groucho's quips on the grand tour through his house and garden. The betcha lifer denied that his tv show was written out for him, conceding only that there was some preparation but for the most part ad libbed. Groucho intro'd his cook, upstairs maid, his daughter, Melinda, and the house cat, not the least bit disturbed at pool balls being shot around it. Groucho dueted with Melinda on a counter-pointing of "You're In Love" with his own guitar accomp. Asked why Harpo never talks, Groucho flipped, "He never had anything to say worth listening to." Rejoined Murrow, "Careful there, he might demand equal time to answer." Groucho closed on a sober note when Murrow asked him what he'd most like to see, having seen about everything else. Intoned Groucho, "Peace on earth." But it was strange that Groucho, a tv vet, acted so tense in this interview.

* * *



IN HIS CBS OFFICE, MURROW MAKES PLANS FOR WORLD TOUR HE WILL TAKE DURING HIS LEAVE FROM TV

WITH LOUIS ARMSTRONG Murrow produced TV documentary of trumpeter's first visit to African Gold Coast.

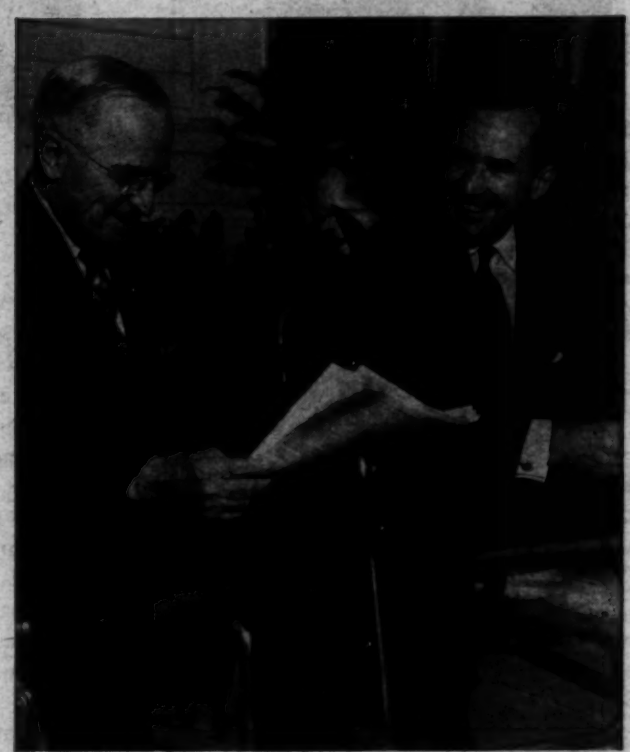
WITH PANDIT NEHRU on monitor, Murrow and aide Fred Friendly await start of an interview show on India.

NOW YOU DON'T 'SEE IT NOW'

Murrow, TV's star and sharp critic, takes year off

About the only thing television's detractors and defenders could agree on is that Edward R. Murrow gives the medium a measure of stature. His thoughtful Columbia Broadcasting System programs stand so far above the usual channel clutter that the comparison is embarrassing to many in the business. Murrow in turn has been embarrassed and appalled by most of what TV puts on. He has publicly told broadcasters that their avalanches of escapist entertainment were blocking TV from more abrasive realities. But last week, when Murrow decided to take a year's absence from deadline-type TV, even CBS's most hard-sell time salesmen were sure he would be missed.

Murrow, once a vice president of CBS, was always a man apart at television's high levels because he held that information mattered more than entertainment. That it also cost more and often earned less was a difficulty he tried to cope with by both entertaining and informing. He visited celebrities' homes on his frilly *Person to Person* show. But he also examined the background of the news with *See It Now* and brought world figures together in conversation on *Small World*. On *See It Now*, before CBS cancelled the show, he had memorable encounters with memorable men (*right*). When he announced his sabbatical, Murrow said he would still contribute *Small World* conversation shows and be back at his desk after a lot of traveling and unhurried thinking.



WITH HARRY TRUMAN, commentator produced his hour-long television version of the ex-President's memoirs.

TV PREVUE

Detroit Free Press

Why Murrow's Men Got Slightly Shook

Harry Golden, author of the best-seller "Only in America," is a free-wheeling, unconventional type given to charming foibles. Edward R. Murrow is as precise and orderly as an Ivy League college president. Bring these two systems of life together and you get . . .

Well, when it happened, the author's son, Free Press Writer Harry Golden, Jr., went to Charlotte, N.C., to record the fun. He does it here, and in the process reveals "Person to Person" program technique never before exposed to public view.

Harry, Jr.

BY HARRY GOLDEN, JR,

Free Press Staff Writer

CHARLOTTE, N.C.—The protuberant little editor replaced the phone at his desk and thought of the thick white carpets in the fine homes visited by Edward R. Murrow's "Person to Person."

He looked at his own bare, scuffed floor, in the rambling Victorian building that serves as his office and home.

Then he bellowed a command to his newspaper staff:

"Mr. Murrow's men are coming here! Send the bedspread to the laundry!"

Thus did Harry L. Golden (pictured above)—editor of The Carolina Israelite and author of the national best seller "Only in America" — make his complete preparations for the electronic visitation that is scheduled for 10:30 p.m. Friday on CKLW-TV (9).

The show can't be much better than the one that went on when Murrow's men came here to make arrangements.

• • •

IN WALKED the tweedy and handsome Robert Sammon, the show's remote-broadcast director. At his side was Vera Cheeseman, a CBS technical expert.

This represented the first contingent of the more than 100 behind-the-scenes men who, weeks in advance, commerce their labors to make each "Person to Person" show appear to be a televised chat between two friends relaxed at the hearth.

Sammon and Cheeseman, sophisticates that they are, placidly seated themselves in the maelstrom that is

Turn to Page 14, Column 1

Pro P Guest folder

'WASH THE BEDSPREAD!'

Murrow's Men Will Remember A Day They Got Slightly Shook

• Continued from Page One •

Golden's combined office and living room.

They took in the setting: Rows and rows of books, each jacketed in plain brown wrapping paper; a bulletin board with a few newspaper clippings and two photographs of Golden's friend and fellow-North Carolinian, Carl Sandburg; the view from the window of Elizabeth Avenue —once a street of proud, high-porched homes now yielding to the assaults of near-downtown traffic and small businesses.

• • •

GOLDEN, his wide blue suspenders clashing marvelously with a plaid lumberjack shirt, gnawed a cigar behind his desk.

In nearby rooms—even in the kitchen — Golden's employes busied themselves over typewriters and telephones in the advertising and clerical phases of the bi-monthly newspaper's operation (he writes the whole paper, himself).

Rachmaninoff's Concerto No. 2 in C Minor was playing on a phonograph perched precariously on a shallow mantle over a sealed-off fireplace.

Sammon was tactful.

• • •

"THIS IS, ER, headquarters?" he asked.

"This is it," Golden smiled. "I live here and work here."

Over the clatter, then, of the busy house, and with the interruptions of phone calls and a ceaseless flow of visitors, Sammon explained the mission of this first survey team.

• • •

A Chat

THEY WOULD talk in a preliminary way with Golden to get background (but an interviewer from Murrow's staff would come a week later for a more intensive job).

They would decide position and number of cameras to be used, make necessary technical arrangements with the local power and telephone companies.

They would ream the house and take a large number of still photographs to be used in preparatory conferences back in New York.

It was immediately determined that Golden, whose interview will be teamed with one of British actress Claire Bloom, will be on alone during his portion of the show.

• • •

HIS THREE sons are established in distant cities, so he's alone when his staff goes home at 5.

He has no pet poodle to show the TV audience.

"Well, Mr. Golden," said Sammon, "if we may see the house now . . . "

"Certainly," said Golden. He summoned an assistant. "Take these gentlemen on a tour."

As Golden opened a letter from Adlai Stevenson, the assistant led Murrow's men across the threshold of the adjoining room. He pointed to the chenille-covered double bed eight paces south of Golden's desk.

• • •

"THIS IS where he sleeps," he reported.

"No kidding?" said Sammon, making a note.

"Mr. Golden," a secretary called from the doorway, "a Mr. Meredith Willson is calling long-distance."

Meredith Willson!" Golden beamed. "The Music Man!

"Hello, Mr. Willson, it's a pleasure to talk with you."

Willson was calling to say he enjoyed the anecdote in Golden's book about "Jew Music."

This was the story of how Golden is fond of Rossini's "Stabat Mater," the great requiem for the Catholic Church, how he played a recording of it in his office frequently, and a neighbor met his secretary and asked, "Why does your boss play that Jew music all the time?"

• • •

AT THIS point, Golden and Willson burst into song. The long-distance duet sang the "Inflammatus" part of "Stabat Mater."

Then they sang "Raisins and Almonds" — an old-fashioned Yiddish folk song.

"How does an Iowa boy speak such good Yiddish?" Golden asked.

"Tin Pan Alley," Willson explained.

Murrow's men, meanwhile, were going from room to room. Both Sammon and Cheeseman drew diagrams of rooms on long, yellow note pads, the kind that lawyers use.

• • •

UPSTAIRS in what apparently once served as a hallway, four of Golden's employes were working away on lists of subscribers to his paper, an off-beat personal journal of 33,000 circulation.

Its current issue, for instance, explores subjects ranging from the visit of Anastas Mikoyan to how school boys of New York's Lower East Side used to stand in line for hours to buy "standing room" at the Metropolitan Opera.

The circulation workers were throwing letters into peach baskets and cardboard cartons. The cartons, it turned out, served as trash receptacles. The peach baskets were repositories of important correspondence.

"Did you ever see anything like it?" one of the employes asked. And, then, for the first and only time, one of Murrow's unruffled men looked slightly shaken.

• • •

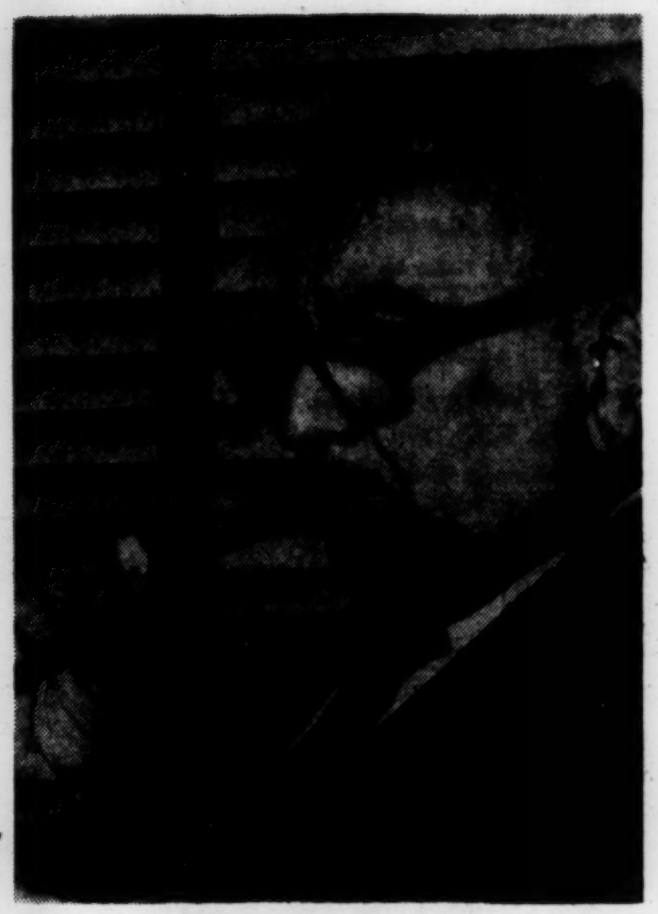
"NEVER," SAID Cheeseman, shaking his head.

"Let's forget about the upstairs," suggested Sammon.

"Right," said Cheeseman.

By the time they descended to Golden's office, several other visitors had dropped in.

Sammon and Cheeseman were ready to take their still pictures. They aimed their flash cameras in every corner of the downstairs rooms.



For speeches, a necktie

• • •

CHEESEMAN was diplomatic.

"Pardon me," he said to one of Golden's guests, "could you move your drink out of the picture?"

The guest took his Early Times-on-the-rocks from Golden's desk and put it on a book shelf.

In a few moments, Cheeseman had worked around to the point where he was photographing the area of the book shelf. The glass was moved back to the desk.

A taxi drove up on what once served the house as a front lawn, but is now a graveled parking area for Golden's paper.

• • •

A Visitor

OUT STEPPED Dr. Frank P. Graham, the former president of the University of North Carolina and United States senator, now of the United Nations.

"I just dropped in to say hello, Harry," Dr. Graham announced.

"Wonderful!" said Golden. "I just wrote a story about you for my paper. It's about the fact that, when Communists take over a territory, they always come to terms with the ultra-conservatives, but they can never make peace with the liberals—the men of ideas.

"I wrote that if, God forbid, the Communists came to America, the first ones they'd kill would be Norman Thomas, Frank Graham and David Dubinsky."

Golden and Graham then chatted for a while. They spoke of their public speaking tours. And they agreed that the hardest part of that activity is that the audiences really expect three speeches instead of one.

There's always a "little gathering" of the "leaders" in advance of the meeting. And there's a get-together after the banquet.

Both turn out to be big and elaborate affairs.

• • •

"I MUST BE going," said Dr. Graham. "I'm only in town today and there are three or four other people I want to see. If you'll call me a cab . . ."

"Not at all," said Golden. "Rudy!" Golden hollered. In walked Rudy, a husky young man who is working his way through Carver College (one of the two Negro colleges here), as a member of the staff of The Carolina Israelite.

"Take my car," Golden instructed him, "and take Dr. Graham wherever he wants to go."

Off went Rudy and Dr. Graham, then, in Golden's battered and rusting 1953 Plymouth.

"Why don't you buy a new car?" one of Golden's guests asked, presuming that the author of a book with 185,000 copies in print can afford it.

• • •

"WELL, IT'S a lot of trouble," said Golden. "I'd buy one if you could pick it up, say, at the whisky store . . . maybe I'll send Rudy downtown to buy one some day."

A caravan of cars was parking out front.

Up the graying porch steps came a party of the top executives of WBTV, Charlotte, biggest TV station and basic CBS outlet in the South.

Murrow's men had called a conference with them.

For this show, various Murrow staffers will come from New York. But the camera crews will be supplied by WBTV.

Sammon sat on the edge of Golden's bed and outlined his requirements to the WBTV party headed by youthful, suave Kenneth Tredwell, vice president and managing director.

While the conference went on, two representatives of TV Guide came in and took notes.

Then Nelson Benton, WBTV news director, came and took movies of Sammon and Cheeseman in conference with Golden. They were shown on news telecasts.

A reporter from one of the local newspapers showed up and interviewed everyone in sight.

• • •

IT WAS time for lunch. Golden said he'd skip it; he had to wind up a lot of work before flying to New York for a speaking engagement that night.

Everyone else went to Leo's Jewish Delicatessen. It turned out that Leo, as Golden had said, did indeed make good corned beef sandwiches. But he sold beer only "to go," not on the premises.

"Let's wrap up the sandwiches and beer and go back to Golden's house," someone suggested.

"He has no room there," said another.

"He'll make room," said the first man.

Tredwell grabbed the check and the party of 10 men headed back for the Carolina Israelite.

• • •

'Rudy!'

QUICKLY TAKING in the situation, Golden hollered, "Rudy!"

Rudy appeared from somewhere and Golden instructed him to take the desk near his bed—the one piled high with papers and correspondence—and clear it away so it could serve as a table.

Five of the men sat on the edge of the bed. Rudy rustled up chairs for the others. Toying with a walking stick, and swinging it about in the manner of a warmup with a baseball bat, Golden supervised.

Tredwell bit into the corned beef on rye and asked Golden, "When's the next book coming out?"

"July," said Golden. "It's called 'For Two Cents Plain' —it will be just about like the other one."

"You may run out some day," Tredwell observed. "How many stories have you got left to write?"

• • •

"ABOUT A million," Golden said with a swing of the stick. "In my next issue I'm going to write about how I once was a $300 'angel' for a play that had the shortest run in the history of Broadway."

"Friend of mine talked me into being one of the backers of a melodrama, complete with the accompaniment of the old-time piano. The only thing different was that the cast of the melodrama consisted wholly of midgets.

"Well, Mae, the piano player, was drinking a little bit in those days, and, about midway through the first act opening night she forgot herself.

"The audience saw only her hand raising the glass to the top of the piano. Then the hand would reach back, and while she was drinking, they heard one-handed piano music.

"After a while, the audience was in hysterics watching the hand and the glass. Then the midgets got to fighting among themselves on the stage and everyone walked out and went home about halfway through the third act.

• • •

A Record

"THAT WAS the shortest run on Broadway."

"That's a good one," Tredwell agreed. "But there's one thing I haven't been able to figure out. How come the public likes your serious articles, too, like the ones on politics and segregation?"

Golden thought a minute. "I guess it's a trick that just about any newspaperman could use," he said.

"It's a matter of writing in terms of people. No matter how far we go in sending sputniks to the moon, the real story will still be a man and a woman and getting the kids ready for school.

"The big story is not of our technological wonders. The big story is rather of the mysteries of the human heart."

• • •

GOLDEN SMILED his satisfaction with his answer. Then he said abruptly, "I think I'll write something about that." And, swinging his stick, he wandered off toward his typewriter.

Sammon had a few more matters to discuss with Tredwell's men.

"One thing I want to make clear," he said. "While we are in Mr. Golden's house we will all conduct ourselves as guests, invited into his home.

"We will all furnish our own ashtrays. We use drop cloths where we set up our equipment. We will have drop cloths at the front entrance.

"We've been very fortunate in the years of this show. We've handled objects worth thousands of dollars and others with great sentimental value. We've never broken anything."

Then he glanced about and reflected out loud:

"'Course, I don't know much we could do to this house."

Golden Won't See Ed Murrow

Four cameras will be used in the home of Harry L. Golden for Murrow's interview.

Microphones will be concealed at various points in Golden's office and bedroom.

In the New York studio, Murrow will see Golden on a television set as the interview goes on. There will even be a warmup interview before the show.

But Golden will not see Murrow.

There will be a monitor television set in his home, but not for his eyes.

He will address his answers to Murrow's questions in the direction of various loudspeakers carrying Murrow's voice into the home.

Golden will look a little to the right of each loudspeaker.

• • •

THIS WILL let the cameras compensate for the fact that Murrow, in his studio, will be looking up at the televised Golden from the left. The resulting impression will be that of two men talking face-to-face.

The Courier-Journal SOCIETY and WOMEN'S NEWS SECTION 3
APRIL 20, 1958

SOCIETY, pp. 2, 3, 8, 9 • WONDERFUL TOWN, p. 4 • JUNIOR GREAT BOOKS, p. 6 • BRIDGE, p. 11 • CLUBS, p. 10 • TRAVEL, pp. 13, 14, 15

The late Frances Jewell McVey, whose portrait hangs in Jewell Hall at U. K., which her husband headed, guided Chloe Gifford, Sarah Blanding; taught Chloe "social diplomacy."

A Force of 11,000,000 Will Meet Our Chloe

U. of K.'s Miss Gifford will be world clubs' chief

By Mildred Lensing, *The Courier-Journal Woman's Editor*

LEXINGTON.

KENTUCKY is about to give 11,000,000 women a treat. It's going to give that many clubwomen over the world the chance to know Chloe Gifford.

Come June in Detroit, Miss Gifford will be elected president of the General Federation of Women's Clubs. "If I have no opposition," Miss Gifford, a forthright woman, invariably adds.

On this Sunday morning she is over the Atlantic on her way to Duesseldorf, where for four weeks she will visit in Germany meeting more clubwomen "and Adenauer, I hope," as a guest of the Federal Republic.

In 1952 Miss Gifford was elected third vice-president of the huge organization, and as things go with its succession, she knew six years ago that this day would probably arrive. But she takes nothing for granted, wears no laurels prematurely. She's quick to snort about undocumented awards, citations, and such.

Her approaching election naturally brings on a story. If Kentucky and the United States of America have a successor to the late Alben Barkley when it comes to telling a story, it is Chloe Gifford. She is full of stories, collects them with gusto.

Many of her tales are on herself. "I'd be grim as some clubwomen become if I didn't have a sense of humor," she says.

As she put on her hat and headed out the front door on her way to the Minneapolis election that spring day in 1952 her mother finally remarked on her prospects.

"Chloe," Mrs. John Gifford said, "you've always had everything handed to you. Has it ever occurred to you that you might lose?"

"I said, 'Yes, I am going to lose'."

"Well, if you do, I hope you lose like a lady," her mother counseled.

Chloe Gifford, instead, won like a lady over the opposition she met for the first time in years of club work.

She tells the story quickly and with a philosophical smile. "You're always 6 years old to Mother, aren't you?"

Mrs. Gifford, 80, is already mothering around about her daughter's imminent move to federation headquarters in Washington, D.C., from their Woodland Avenue home here. The two will live in an apartment in the building.

"Now, Chloe, you find out if they have a can opener there," Miss Gifford quotes her mother.

She's A Colonel, Too

Kentucky clubwomen have cherished "the general" for a long time, of course. (Miss Gifford is also a Kentucky colonel.) Her club work began around 1938, two years before she went to the University of Kentucky. Miss Gifford, director of the bureau of club and community service at the university, is also an assistant in university extension. Both these careers have grown side by side, extending her friendships with all ages and sorts in the Commonwealth. Students of speech and drama, for one, have emoted and recited for her and her judges spring after spring.

And in other circles, the A.A.U.W., at Sayre College here for 12 years where she taught and became dean, her work for War Bonds, heart, cancer, education drives has made her name familiar to newspaper readers all over the state.

(With all her public speaking, which she never studied, Miss Gifford has given course after course in the art. "It's not hard to master," she has said. "Just remember to speak in a low, well-modulated voice, and say something.")

Miss Gifford has said something on practically everything.

Last summer in Asheville, N. C., she told the federation that the world needs eggheads.

In April, 1954, she told the Buechel Woman's Club that too many women think it's an honor to hold an office.

"It's not. Rather it is a great opportunity for real service . . . woman's-club work is excellent training for leadership that is so lacking in the world today."

In January, 1948, as president of the Kentucky federation, she told her members about to vote on supporting the Marshall Plan they must realize that "adequate support must be given to get Western Europe back to full production for our own safety."

Back from attending a session in 1946 of the United Nations General Assembly, she urged the state convention in Louisville to start doing its thinking in international terms as well as state and local ones.

She told the Beechmont Younger Woman's Club in 1951 that "if you don't vote you have no right to gripe about anything."

At Somerset in 1943 at a state clubs' discussion of international relations Miss Gifford rose to say, "If we're really interested, let's do something tangible, give a scholarship." The scholarships were born on the spot.

The tag of "general" for Miss Gifford comes from a past general-federation president, Mrs. Theodore Chapman, who was told by Freedom Foundation president Kenneth Wells that she commanded an army larger than any the world had ever known, bigger than the 8,000,000 U. S. forces in World War II.

The new general-to-be sees her gigantic two-year job as "another job, a chore," not as any accolade to sit down and enjoy frivolously.

Chloe Gifford will enjoy it, sure enough. But she sees right on through her specs to the day when she gathers up all the stories she loves to tell and the experiences she's had here and abroad.

"I'm going to write a book about my cavortings, and then buy the black silk dress and go off to the Old Ladies Home."

A favorite off-and-on speculation among the clubwomen in the state since her election to the third vice-presidency which foretold this top post has been, "How on earth will Chloe ever afford to be president?"

They really should know better. If they offer her help in the unpaid job, she's "going to turn it down, of course," she said last week.

Some Entertain Lavishly

There have been general-federation presidents who whooshed onto the Washington social scene and had the personal funds with which to entertain lavishly and often. Some wouldn't be caught dead in less than couturier clothes, mink, diamonds, pearls. The competition in the capital can be rough.

Chloe Gifford is calmly certain that that problem won't bother her any more than does the fact now that finding cocktail dresses for her large figure is a problem.

"I have saleswomen who know what I wear and they always find what I need."

For 30 years Miss Gifford's bought her hats at a shop here where she calls in and says, "I need a black hat, a blue one, and a red one." When they're found Miss Gifford goes downtown from her Frazee Hall office on campus to make her selection as she does with dresses.

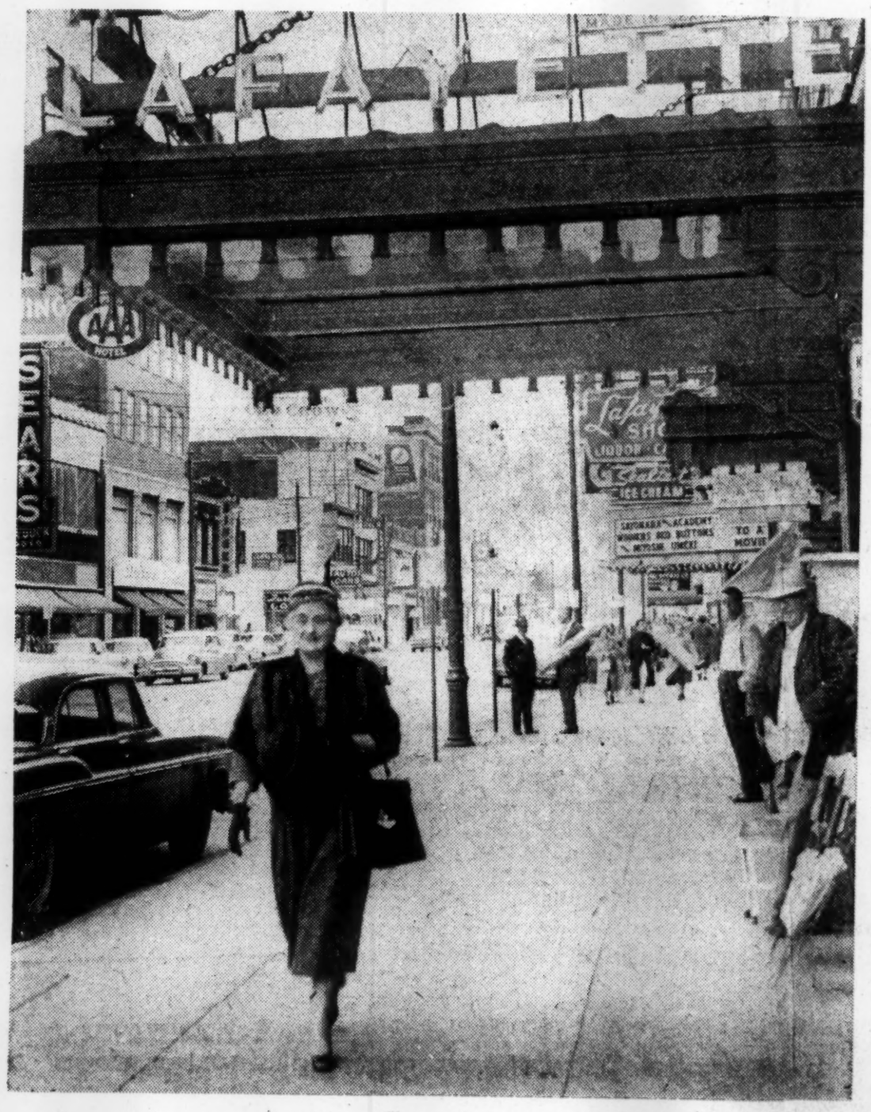
For 30 years she's had the same hairdresser. Miss Gifford's not about to start putting on airs for anyone. Those 11,000,000 under her command will see, as always, an imposing, well-groomed, friendly woman of distinction.

"There's a hoary story on me about my performance at a club meeting in Indianapolis," Miss Gifford grins.

"All these skinny fashion models were parading during the program, and I had to leave the room. The only exit was right along the models' walk through the audience. As I passed one clubwoman she reached out and nabbed

(Continued on Page 7)

Dear to Miss Gifford's heart are the recipients of Kentucky-federation scholarships; with her above is Miss Young Won Lee of Korea, who will get a master's degree in education in June. Since 1943 when Miss Gifford suggested this means of doing something tangible about the clubs' international leanings, Argentina, France, Turkey, Puerto Rico, the Philippines, and other countries have sent collegiate emissaries to Lexington for study at U. of K.



Unofficial headquarters downtown for Miss Gifford is still the Lafayette Hotel, where she meets convening clubwomen, talks for fund drives, greets hundreds of friends. She was born in Mount Olivet, 50 miles west of Lexington. To bring together heads of the larger groups of women in the state Miss Gifford started a presidents' council (now inactive) to act as a clearinghouse for their activities and projects, hopes to revive it.

Courier-Journal Photos by Joe Reister

Seven bins on the bookcase of her office in Frazee Hall keep work and title straight for Miss Gifford.

Miss Gifford Studied Law

(Continued from Page 1)

me. 'At last, a dress my size! Honey, how much is that dress of yours?' she asked. Without a break in my step I said, $89.50,' and sailed on."

Miss Gifford can entertain without fountains of champagne, files of servants, impressive surroundings, though she appreciates them. No cook herself, she eats her favorite caramel pie (or most of the portion served) and proceeds from food to more conversation. The exchange of ideas is always the attraction to her; when she's a hostess in Washington it will continue to be.

Her army of women may think there's something of the bearing of a judge about Chloe Gifford.

When she was the only girl among 150 boys in law school at U. of K. Miss Gifford, daughter of a tobaccoman, wanted to become a juvenile judge. Barely 21 when she passed her Kentucky bar exams, she was told on a job-hunting visit in Illinois that she was just too young to be a judge.

She turned to teaching at Sayre, and to becoming in 1939 the youngest woman ever to become president of the Woman's Club of Central Kentucky, her first club post.

Once a reporter in Washington called to ask her if she minded being referred to in his story as a maiden lady.

"Heavens, no," Miss Gifford boomed. She will be the first unmarried woman (and the second Southern woman, and the first professional woman) ever to head the general federation.

After a speech one time to a

(Continued on page 8)

Homemakers To Meet

The North Audubon Homemakers Club will meet tomorrow at 10 a.m. at the home of Mrs. Elbert Doyle. Hawthorne Homemakers will meet at the Old Stone Inn at 12:30 p.m.

Child-Under-6 Workshops Set

REGISTRATION for the three-day ninth annual conference of the Southern Association on Children Under 6 will open at 8:30 a.m. tomorrow at the Sheraton-Seelbach Hotel.

Workshops will be conducted from 9:30 a.m. to noon. Instructors and subjects will be Miss Lea Cowles Masters, University of Alabama, creative stage settings with blocks; Mrs. Franklin Chance, reading readiness; Mrs. Angli Wai, Berea College, creativity in the preschool; Miss Camille Schiffman, University of Georgia, developmental expectations for art materials; Miss Janice Graning, University of Texas, presenting science; Miss Gean Morgan, Peabody College, creative use of instruments and dance materials.

Speakers at the opening session at 1 p.m. will be Dr. Keith Osborn, Merrill-Palmer School, Detroit, and Willard Hartup of the Iowa Child Welfare Research Station, Iowa City. Dr. Boyd R. McCandless, director of the Iowa Child Welfare Research Station, will speak at 8:30 p.m. on "Young Children's Groups: Laboratories of Human Relations."

Mrs. Rudolph to Talk

At 9:30 a.m. Tuesday Mrs. Marguerita Rudolph, director of the Community Nursery School, Great Neck, N. Y., will speak.

Dr. Myron Hopper, dean of the College of The Bible, Lexington, will speak at 1:30 p.m. on "Making Religion Meaningful to Children." Dr. Grace Langdon, New York City, adviser to a toy institute, will also speak at the afternoon session.

Speakers for the Wednesday-morning session at 9 a.m. will be Dr. Helen R. Marshall, University of Kentucky, and Dr. Mary Elizabeth Keister, University of Tennessee. Dr. Marshall will discuss "Research In Child-Directed Play In Kentucky Preschools." Dr. Keister will speak on "Indian and American Children; Environment Makes A Difference."

At the final session at 1 p.m. Wednesday Dr. Garry Cleveland Myers, Honesdale, Pa., editor of Highlights for Children magazine, will speak on "Is There A Place for Home Restraints of Young Children?" Mrs. Sylvia Carothers, Tallahassee, head of the Florida Children's Commission, will speak on "As We Move Forward, The Year Ahead."

Don't **"WASH THAT MAN RIGHT OUT OF YOUR HAIR"!** Take him to the premier performance of Rodgers and Hammerstein's **SOUTH PACIFIC**

See Page 11, Sec. 4

That MAN is here from New York

To RE-STYLE your OLD FURS

with a Couturier touch

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Mr. Mitchell Alexander . . Famous Furrier-Designer, will be in our Fur Salon **MONDAY, TUESDAY and WEDNESDAY (April 21, 22, 23).**

He will bring his newest and most exciting 1958-59 canvas models . . you can try them on. Consult with him about style and adaptability of your furs, and best of all, enjoy surprisingly low prices which we can only offer because of the season of the year. (Our convenient payment plans may be of interest to you.) You'll be amazed at his cleverness of restoring fur to its natural beauty. . . and there'll be a fitting of your special canvas before the work is started.

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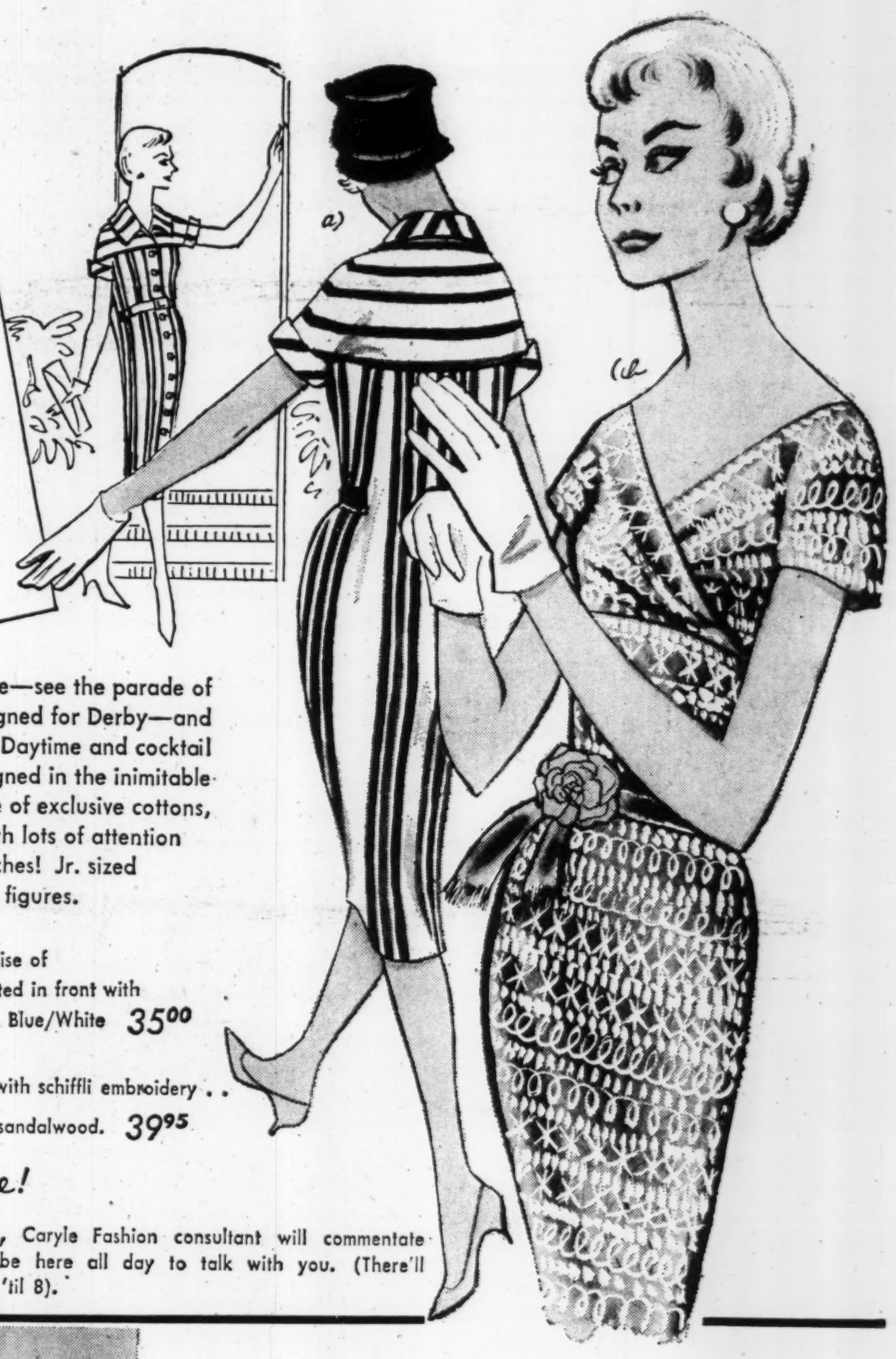
Yours Invited!

BYCK'S ARE HAVING A *Carlye* FASHION SHOW

Monday, April 21st

TIME: **5:30 p.m.**

PLACE: **Robin Room** BYCK'S 2nd FLOOR



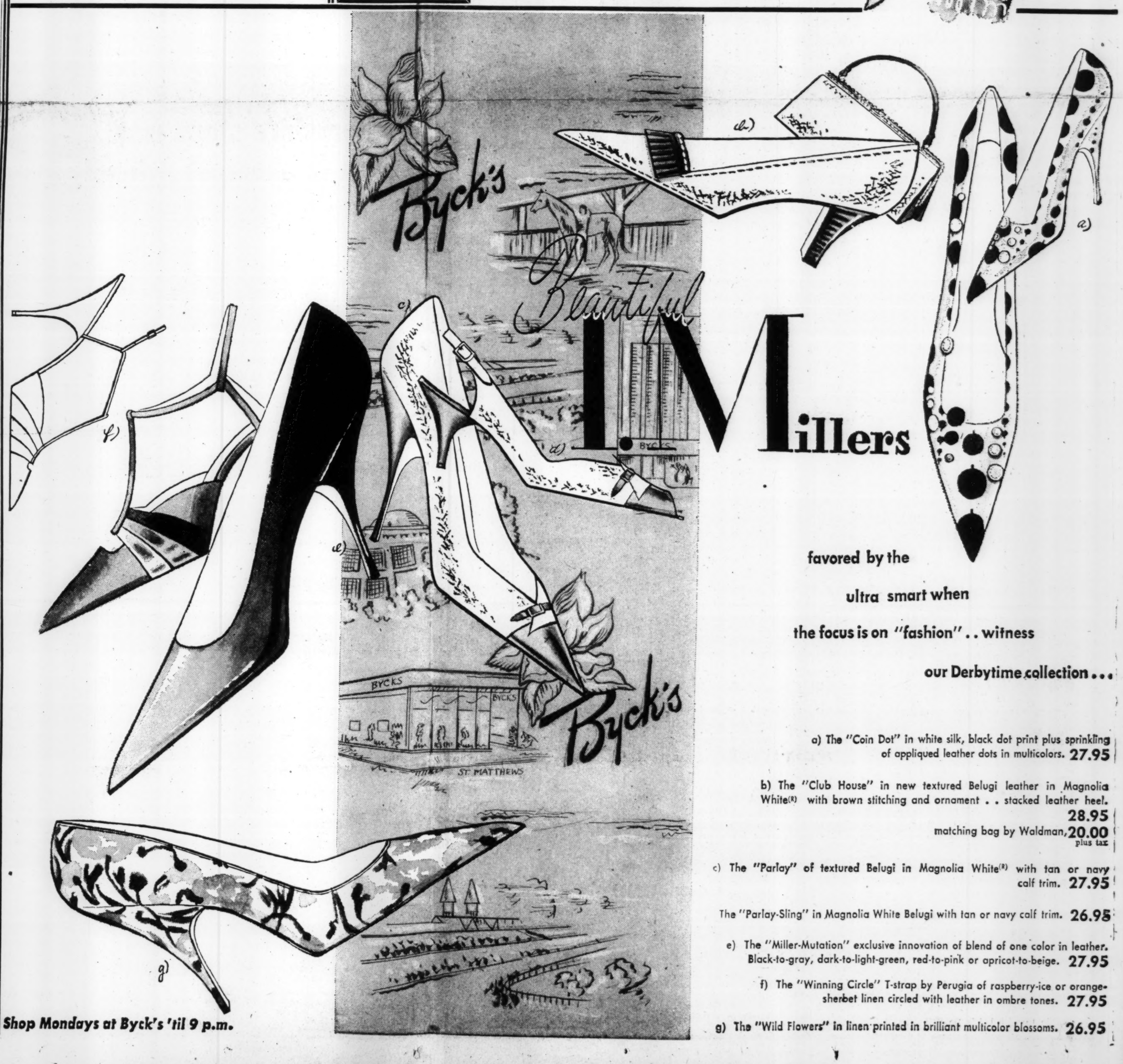
Come—see the parade of "summer sweets" designed for Derby—and all summer long! Daytime and cocktail hour dresses . . designed in the inimitable manner of Carlye of exclusive cottons, linens and novelties with lots of attention to distinctive hand touches! Jr. sized for 7 to 15, 10 to 16 figures.

a) Candy Cane chemise of cotton stripes . . . belted in front with leather. Red/White . . Blue/White 35.00

b) Filet voile sheath overlaid with schiffli embroidery . . pewter grey or sandalwood. 39.95

That gal'll be here!

MISS MAGGIE NEAL, Carlye Fashion consultant will commentate the show at 5:30 . . and be here all day to talk with you. (There'll be informal modeling from 11 'til 8).



Shop Mondays at Byck's 'til 9 p.m.

favored by the ultra smart when the focus is on "fashion" . . witness our Derbytime collection . . .

a) The "Coin Dot" in white silk, black dot print plus sprinkling of appliqued leather dots in multicolors. **27.95**

b) The "Club House" in new textured Belugi leather in Magnolia White(R) with brown stitching and ornament . . stacked leather heel. **28.95**
matching bag by Waldman, **20.00** plus tax

c) The "Parlay" of textured Belugi in Magnolia White(R) with tan or navy calf trim. **27.95**

The "Parlay-Sling" in Magnolia White Belugi with tan or navy calf trim. **26.95**

e) The "Miller-Mutation" exclusive innovation of blend of one color in leather. Black-to-gray, dark-to-light-green, red-to-pink or apricot-to-beige. **27.95**

f) The "Winning Circle" T-strap by Perugia of raspberry-ice or orange-sherbet linen circled with leather in ombre tones. **27.95**

g) The "Wild Flowers" in linen printed in brilliant multicolor blossoms. **26.95**

Cute Bob Nicks + Press Clippings

Jack Gordon

Come In, Ed Murrow! Well, a Man Can Dream, Can't He?

"Are you there, Gordon?"

"Yes, Mr. Murrow. Right here in the living room. Pull up an ash tray and join us, won't you?"

Gordon

WELL, IT HAPPENED to syndicated columnist Inez Robb Friday night. Mrs. Robb, in her New York apartment, was Person-to-Person'd by CBS-TV's Ed Murrow.

If the children can believe in Santa Claus, this reporter can believe that some day, somehow, ole Ed will bring his cameras into the Gordon manse. Just as he did for Mrs. Robb.

Hark! Can hear it now—

MURROW (after deep drag on cigaret): Hello, there! May I ask what you are doing in the attic at this time of night? Aren't you a bit cramped up there?

GORDON: As a matter of fact, Ed, we aren't in the attic. This is the living room.

MURROW (with nervous laugh): Oh, I'm sorry. I should have known it was the living room. Now I can see—that beautiful picture on the wall. Obviously an art treasure.

GORDON: Yes, she IS lovely, isn't she?

MURROW: Early Cezanne, I presume . . .

GORDON: As a matter of fact, Ed, it isn't. This is Lone Star, 1958. Like I always say, you can't beat the breweries when it comes to picking calendar models. Her name is Prunella.

MURROW (lighting another cigaret): You have a fabulous place there. That IS a house, isn't it? Would you mind showing our viewers around?

GORDON: As a matter of fact, Ed, it will be a pleasure. Just follow me. We're very proud of it.

MURROW: Ah, I see. That truly is a beautiful garden. But it's a trifle narrow, isn't it?

GORDON: Actually, Ed, as a matter of fact, this is not a garden. It's the alley. But we love it. Not having a patio we entertain all our friends out here during the summer. See this garbage can? It is inscribed—a gift from friends who are grateful for the good times they have had out here. Naturally, this can is very dear to us.

MURROW: It's a lovely can. (He lights two cigarets.)

MURROW: Any hobbies? Golf? Stamp collecting?

GORDON: Oh, nothing that unusual. We pick up a shrunken head here and there, have built up a fair collection. That's all. Would you care to see the heads?

MURROW: Anybody I know?

GORDON: If you mean HIM, no. No TV critics in the collection.

MURROW: That's too bad.

GORDON: Ed, we'd like for you to meet the family. This is James Lee, our son. Say hello to Mr. Murrow, son.

JAMES LEE: You promised Matt Dillon! Who's Ed Murrow? I wanna meet Matt Dillon.

GORDON: Ha, ha. Terrific sense of humor, that boy. And now, if you please, I'd like to introduce the wife . . .

MURROW: Oops, sorry, but I'm out of cigarets. And you know how it is, man—without a fag ole Ed's a drag. Good night.

GORDON: As a matter of fact . . .

MURROW: Good . . . NIGHT!

(Fast cut to commercial.)

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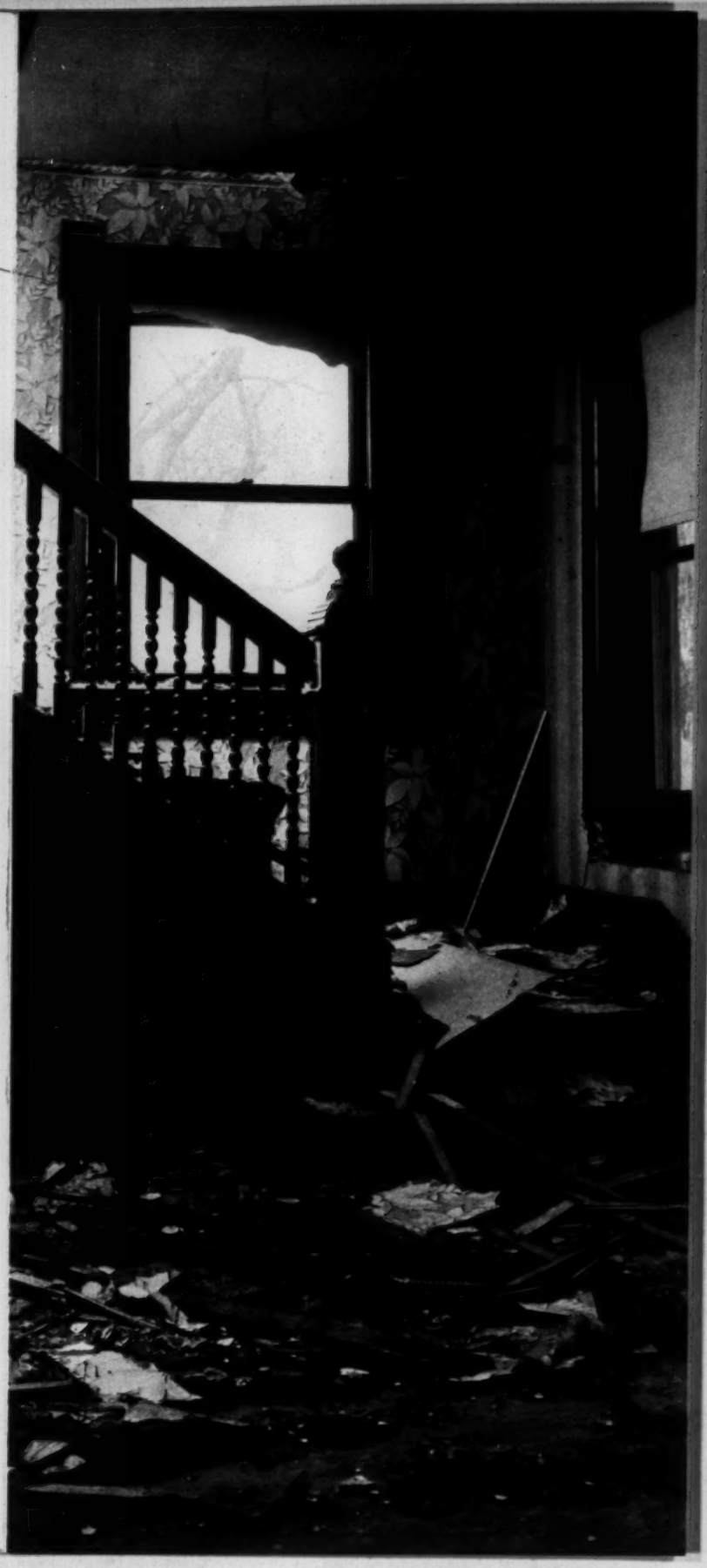


Pto P

Paar Nixes 'Place to Place' But Still Eyes '62 for Late Nite Windup

Jack Paar insists he'll stop doing his nightly stint for NBC-TV in 1962. Host of the latenight program, which is worth in excess of $12,000,000 annually to his network, explained that his contract ends in two-years and that he is concerned about his health.

Since he returned from a three-week "vacation" some two months ago, the question of Paar's allegiance to the old "Tonight" stanza has not been loudly raised. Paar had threatened to quit in mid-February, but ultimately bent his own will and gave in to NBC.

Because of fears about his health and because he cherishes his weekends, the $5,000-a-week NBC star rejected hosting chores on a once-weekly half-hour program called "Place to Place." Stanza, which was until last week tentatively slotted by NBC-TV for 10:30-11 Sundays, is the brainchild of John Aaron and Jesse Zousmer, who fathered "Person to Person" on CBS-TV.

"I thought about it one night," Paar said late last week, "and I did say yes." He added a second later: "But my health is important to me."

Paar said that if he chose to do the program with Aaron and Zousmer, he would have been in line for a half ownership of the package. (It's understood from other quarters within the network that the proceeds from salary and ownership equity in this weekly 30-minute stanza would have probably exceeded his salary on "Tonight.")

The tv personality, in a conversation on Thursday (5) afternoon shortly prior to taping that night's edition of "Tonight," explained about his weekends in a bit more detail. "I cherish my weekends. I can't wait for tonight's show to be over because I don't have to be back until Tuesday next week." In general terms, Paar explained that he does four new shows one week and three the next for NBC, and the week upcoming was the week for three instead of four appearances.

When he spoke of "Place to Place," Paar talked in a tone that was appreciative. "It's the kind of show I want to do—maybe I will in a year." Details of the new "P to P" format were not available, but it is understood that it would have required the services of the host no more than three to four hours on any given Sunday.

Paar's contract on "Tonight" commenced in July of 1957, and—from what he said about a five-year deal—it should end sometime around July, 1962. He acknowledged that someone on a high NBC echelon had warned him about the damage he might do to his health by assuming the additional responsibility of "Place to Place." He maintained that his well-being was the network's principal concern in broaching the subject.

This might be construed as a sacrifice by NBC, since there reportedly were at least three sponsors seriously interested in underwriting "Place to Place." One was Richard Hudnut and another was Allstate Insurance, which, in the week since it became clear that Paar would not go through with the Sunday show, firmed up alternate week half-hours of a program on CBS-TV.

Star
Washington, D. C.
Circulation ... 225,237 D.
Circulation ... 252,463 S.
JUN 20 1956

DOROTHY THOMPSON

On Unabashed Love for America

Critics Who Called Her Testimonial 'Cheap Flag Waving' Get an Answer

The repercussions from one of Edward R. Murrow's "Person to Person" television shows have been, I think, significant. On May 28, Murrow took his audience into our home in New York and there he, my husband and myself had something under 12 minutes of conversation, about which I am still hearing.

These shows are largely concerned with personal questions about how one lives, works, etc. The program has no script. Murrow suggests subjects, but one has no advance knowledge of exactly what questions he may ask.

In the course of our brief conversation, he remarked that I, having lived much abroad, must feel at home in many countries. I replied that I had paid prolonged visits to many countries and had lived several years on end in two; that I had never visited a country without finding things to admire. Yet, I said, I had always been homesick, and I tried to explain what I had missed, and why I loved my homeland above all others.

I cannot now repeat exactly what I spontaneously said. I spoke, I remember, of the beauty and variety of its landscape, of its vast breadth and stir, and of our people—their utter lack of servility, their generosity toward strangers—and perhaps of some other things I cannot now recall.

What is interesting is not what I said but the public reaction. Letters poured in, the great majority of them expressing joy that I had so spoken of America.

But others took me to task because I had not pointed out our flaws, and still others said I had indulged in cheap flag-waving, obviously knowing what would "go over with the audience."

All this puzzles me.

Is there anything extraordinary in publicly avowing love of country? Do the flaws and shortcomings of our society change the fact of that love? Is it not a cause for gratitude that our land is bountiful, beautiful, wide and free? And why the notion that anyone who speaks or writes is calculating the effect?

I do not speak of "democracy," or other abstractions. Nobody loves an abstraction. American democracy, to me, is not best expressed in the law books, but in the mien of our people as individuals; in their expectation of being taken for what they are and granting the same in return; in their love of conversation, which they will open with a total stranger; in their recognition of natural superiorities in persons, without any obsequiousness toward classes. There is a free give and take here which just does not exist anywhere else.

Why is it "flag-waving" to assert a peculiar attachment? I do not wish my country to rule over other countries, or strive to export its "way of life," which elsewhere may prove intolerable. Because I love my country, I respect the attachment of others to theirs. Patriotism does not divide mankind. It is a feeling all men share.

We feel a peculiar attachment to our families in full recognition of their flaws. To love "in spite of," is the only way any of us can love or be loved.

Love expresses itself in the assumption of responsibilities. My responsibilities toward other nations are limited by inherent circumstances. It is largely a negative responsibility—not to meddle and not to harm. My responsibilities for my own country embrace all the obligations of citizenship and more.

A vague sort of internationalism seems to afflict certain minds, gnawing at the roots of natural attachments and normal responsibilities. It seems easier for some people to love "all mankind" than to get along with their next-door neighbors.

But as for me, my country is myself, my home, as close as my own breathing, and if anyone asks me how I feel about it, I shall testify.

P to P

Millions See Queen Mary in CBS-TV Show

Captain Sorrell Interviewed on 'Person-to-Person'

On a coast-to-coast telecast over the CBS network on January 22, the distinguished radio-TV personality Edward R. Murrow interviewed Captain Donald W. Sorrell, master of the *Queen Mary*, on the program "Person to Person." By means of an intricate remote hook-up the show came directly from aboard the giant *Queen Mary* in her New York berth, and was viewed by millions across the nation.

Captain Sorrell, who won admiration on both sides of the Atlantic early last February when "in a superb and daring exhibition of seamanship" he docked the 81,000-ton *Queen Mary* without the aid of tugs, showed his "visitors" something of the complicated mechanism on the superliner's bridge and discussed some of the details involved in ferrying thousands of people across the Atlantic on his weekly express runs.

Edward R. Murrow, who became famous during the second World War for his intrepid on-the-spot radio broadcasts from danger spots in Europe, and has continued with dynamic Monday-through-Friday evening news broadcasts and two half-hour weekly TV shows, "Person to Person" and "See It Now," is on cordial-to-intimate terms with most of the important people in the United States and Britain. He is renowned for his choice of dramatic situations and spectacular events and his interview with the famous master of the world's second largest super liner on his half-hour TV program thrilled fans who have met through him many of the famous people of the day.

When Ed Murrow, famous radio-TV commentator, interviewed Captain Sorrell, prominent master of the famous Cunard liner QUEEN MARY, on his coast-to-coast CBS-TV show "Person to Person," there were great preparations involved. The show was done live aboard the ship herself, with a mobile unit set up on the dock, and vital microphone and camera cables were passed from the truck up to the ship (Picture 7). Cameras and equipment were set up in the captain's quarters (Picture 1), on the bridge (Picture 6) and on deck (Picture 9). In Picture 4, Captain Sorrell is shown being initiated by the director into the intricacies of his microphone, which was concealed inside his shirt. In Picture 3, Ed Murrow is seen chatting to Captain Sorrell in the latter's stateroom prior to the show, admiring a sample of the captain's art work—his hobby—a black and white sketch of the MAURETANIA. Picture 2 shows the view millions of tele-viewers across the nation had of the QUEEN MARY and Mr. Murrow at the beginning of the show, Picture 5 the introduction of Captain Sorrell, who handles the huge 81,000-ton ship and up to 3,500 souls normally carried on board, and Picture 8 the captain in his own quarters with family pictures and lucky black cat, a gift from his wife.

Sunshine (Cont'd)

experienced cruise staff to set a merry pace will include deck sports, swimming, Broadway night club entertainment, pre-release movies, midnight buffets and parties; exploring exotic foreign ports and going on exciting shopping sprees; relaxing and simply enjoying life.

As package vacations, the March 11 voyage of 14 days to seven ports, and the March 27 voyage of 15 days to six ports, each tagged from as little as $385, are the ideal answer to the search for a reasonably-priced two weeks away from winter in preparation for the advent of spring.

Transatlantic (Cont'd)

days to Southampton and Cherbourg, while the rest of the Cunard fleet offers equally luxurious voyages with traditional British service and excellent international cuisine to England, Ireland and the Continent—an all-inclusive ocean time-table convenient for any attractions abroad.

He Likes Cunard--118 Times!

Variety may be the spice of life to some people but Henry H. Blum is one man who's quite content to stick to what he likes, thank you.

Mr. Blum, seventy-five-year-old Chicago business man, and president of Blum's Vogue specialty shop chain, recently embarked on his 118th transatlantic crossing.

Ever since 1936 he has always occupied cabin M-81 on the *Queen Mary*.

Spring Cruise (Cont'd)

ited, and a glorious voyage is promised: a thrilling combination of fun-filled shipboard life and exciting excursions ashore planned by Thos. Cook & Son.

Beautiful New Resort Hotels Seen On Sunshine Cruise Routes

Passengers sailing on the last two of the winter's Sunshine Cruises— *Mauretania* ventures to the West Indies and South America leaving New York March 11 and March 27—will have opportunities to sample life at some of the finest resort hotels in the glamorous Caribbean area in addition to all the sightseeing, shopping and entertainment pleasures the itineraries offer.

One of the most outstanding of these hotels is the new Tamanaco at Caracas, Venezuela, now reached in just 25 minutes following the completion of an excellent new road from the port La Guaira. The Hotel Tamanaco is located high in the beautiful Andes Mountains overlooking Caracas. Very modern in style and luxuriously compact, the hotel features plate-glass walls and sweeping terraces, giving a feeling of cool airiness and freshness, with magnificent views. Patios, tropical gardens and a large, gracefully-shaped pool with colorful cabanas and a sandy beach add to the general spaciousness. In addition to beautiful guest rooms and richly-furnished lounges, the modern dining room and terrace are an inspired setting for luncheon.

In the Canal Zone, passengers from the ship have the opportunity of a gala evening at the Bella Vista Salon, high atop the glamorous new Hotel El Panama. Dinner and danc-

(Continued next Col.)

(Continued from Col. 4)

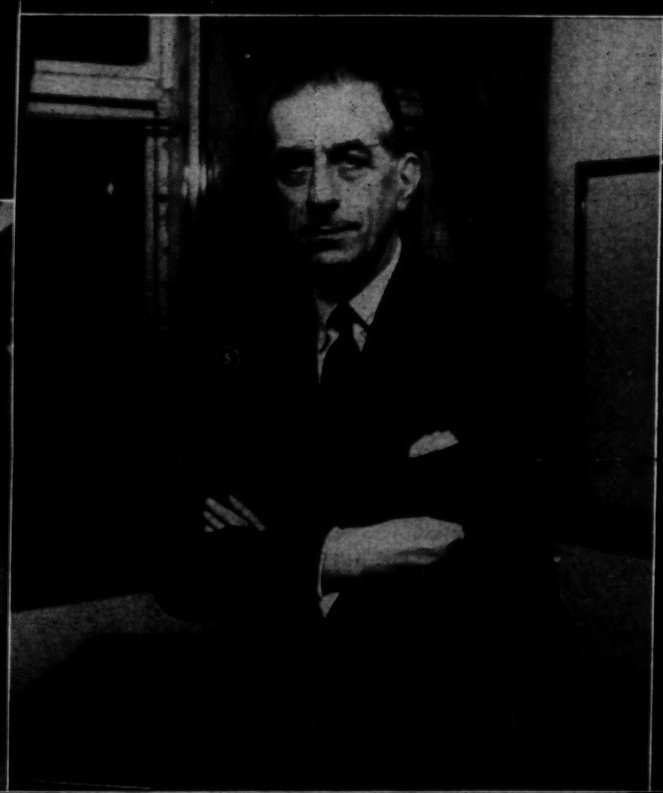
ing are highlighted by exhibitions of Panamanian folk dancing. Those who do not care to go so far afield will find a reconditioned Hotel Washington right near the Colon docks. The dinner-dance hour now features special local dishes and exotic native dances.

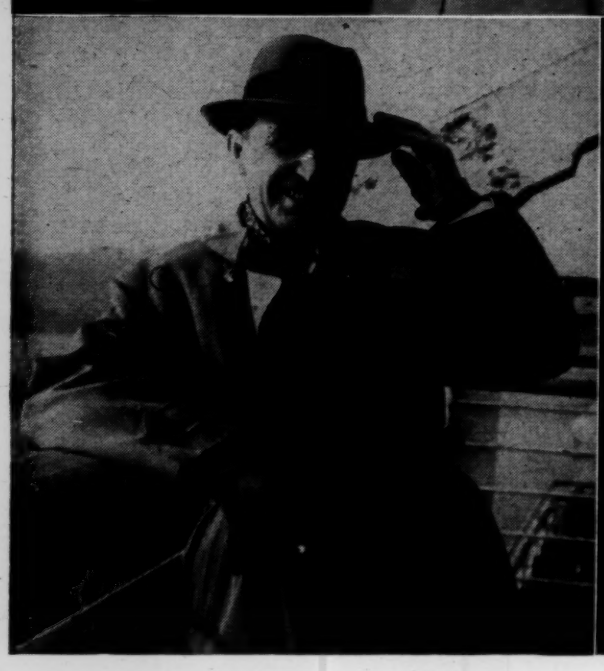
Italy Lowers Off-Season Costs

American tourists visiting Italy prior to March 15 this year will find the cost of their stay considerably lessened: 25 percent reductions on the Italian Railways and other means of transportation and ten percent reductions on hotel and restaurant bills have been instituted to encourage off-season travel in Italy.

Cunard . . . the famous way the famous go

Getting there is half the *fun!*





These were among the many notables whose names figured on recent Cunard sailing lists: (1) His Excellency Celal Bayar, President of the Turkish Republic, and Madame Bayar, being greeted by Ambassador Richard C. Patterson, Jr., Chief of New York's Mayoral Reception Committee (left) and the Honorable John F. Simmonds, Chief of Protocal (right); (2) Jerome Whyte, British producer responsible for the London staging of "The King and I" and "South Pacific," and Mrs. Whyte; (3) famous British actor David Niven and his wife; (4) Preston Sturges, noted motion picture director and producer, with his wife and son; (5) Pierre de Gaulle, brother of French General de Gaulle, in the United States on an official mission; (6) Dr. A. J. Cronin, noted author, and Mrs. Cronin; (7) Jan Cwiklinski, former captain of the Polish ship Batory, who sought political asylum in England and came to the United States on a lecture tour; (8) members of the Canadian Ice Hockey Team, enroute to winter games in Finland; (9) popular movie singing star Allan Jones.

(Cunard Line Photos by W. A. Probst)

(Printed in U.S.A. S-1690)

Tulsa Sunday World --Sunday June 21,1959 Tulsa Oklahoma

'ROUND THE CLOCK

by TROY GORDON

EDWARD R. MURROW has Person-to-Personed just about everyone who is anybody and a few who aren't. He's going to have to start calling on a few peons.

Since we're definitely in that category, I thought I'd present a preview of how that visit would go.

* * *

Murrow—Tonight we call on Troy and Joanne Gordon, columnists, parents and members of a great American group known as "the middle class."

There you see their 7-room house in Tulsa, Oklahoma. They paid $11,900 for it but have poured considerably more in to rebuild it as their four children hack away at the foundation.

Good evening, Mrs. Gordon.

Mrs. Gordon — Good evening, Mr. Murrow.

Murrow — Good evening, Mr. Gordon.

Gordon — Good evening, Mr. Murrow.

Murrow—Are you in the living room?

Mrs. Gordon—Yes, Mr. Murrow.

Murrow—It has a rather interesting decor. What do you call it?

Mrs. Gordon—I've been sick.

Murrow — (Chuckles) Well, it does have that lived-in look. What is that object you're holding, Mr. Gordon?

Gordon—What? Oh, it's a beer can. I guess I forgot to hid it before we went on the air.

Murrow — I understand Oklahoma is a dry state but you have now voted repeal, haven't you?

Gordon—Uh huh.

Murrow—What difference has that made?

Gordon—That's what I'd like to know.

Murrow—You mean there has been no change?

Gordon—Well, I understand the price of whisky's going up, it'll be harder to get and then you can't drink it legally.

Murrow — Mrs. Gordon, where are the children?

Mrs. Gordon—They're locked—uh, they're in the back room.

Murrow—May we see them?

Mrs. Gordon—Certainly.

(She walks through a door into the back bedroom).

These are our children. Linda, Vicki, Don and Susan. Linda's the one painting on the wall, and the other three are throwing modeling clay at each other.

Murrow—It looks like a happy family.

Mrs. Gordon—Oh, it's happy, all right. We just finished a 3-week bout with the measles. I haven't laughed so much in years.

Murrow—That's an unusual type of wall, Mrs. Gordon. What is it?

Mrs. Gordon—Concrete block.

Murrow—But isn't that dangerous? What if the children fall against it?

Mrs. Gordon—We thought of having plaster, but we decided the children will heal and the plaster wouldn't.

Murrow—Yes. Now will you show us the rest of the house?

Mrs. Gordon—No.

Murrow—No? Why?

Mrs. Gordon—I just had time to clean these two rooms and the others look like pigpens.

Murrow—Well, good night, children.

Linda—What does he mean, good night? Doesn't he know it's only 9 o'clock in Tulsa? Doesn't the big oaf know we don't have daylight—

(Screen suddenly switches to a shot of Mr. Gordon in the living room. He is removing a shoe).

Gordon—Oh, I thought you'd gone. Let me get this shoe back o[illegible]

M[illegible] right, Mr. [illegible]-hole

SEE IT NOW - CORRESPONDENCE - 1951

This folder contains fascinating letters of congratulation from every sphere of the communication, entertainment, TV, political and military world. While it is almost impossible to know which ones to pull out as "noteworthy" the first group are particularly subjective. These letters, notes, telegrams are congratulatory after the first one or two showings of "See It Now". Anyone wanting to read about Murrow's successful venture into TV will want to read the entire folder.

"NOTEWORTHY"

Joseph Barnes	Simon & Schuster, Inc.
Milton Caniff	
Leo Cherne	Research Institute of America
Lou Frankel	EFDR Broadcasting Corp.
Alan J. Gould	Associated Press
Andres Heiskell	Time
Hedda Hopper	Hollywood
Charles B. Lynch	Reuters Limited
Warren Vierow	Dun & Bradstreet

The following are also included in this folder: a Prospectus for SIN, script for the first program on November 18, 1951, a CBS TV News announcement of the first program sponsored by ALCOA, and some newsclips.

NOTEWORTHY

Caniff, Milton

December 27, 1951

Dear Milt:

This is literally the first opportunity to say my thanks for your generous and gracious comment concerning "See It Now". I have taken the liberty of showing your communication to my colleagues and they join with me in expressing thanks for your encouragement.

Sincerely yours,

Mr. Milton Caniff
New City
Rockland County, New York

MILTON CANIFF

December
Third
1951

S 1 N

Dear Ed and Fred:

We have been hearing about the new TV show from everybody, but this household was able to catch it for the first time yesterday...It has everything we were told and more.

You both deserve all of the kudos which have been heaped upon you by every reviewer in the business.

Congratulations!

Sincerely,

Milton

New City
Rockland County
New York

Cherne, Leo M

December 19, 1951

Dear Mr. Cherne:

This is literally the first opportunity to say my thanks for your generous and gracious comment concerning "Was It Rat". I have taken the liberty of showing your communication to my colleagues and they join with me in expressing thanks for your encouragement.

Sincerely yours,

Mr. Leo M. Cherne
The Research Institute of America, Inc.
292 Madison Avenue
New York, N. Y.

Leo McCherne

Executive Secretary
The Research Institute of America, Inc.
292 Madison Avenue, New York, N.Y.

November 20, 1951

Mr. Edward R. Murrow
CBS Television
485 Madison Avenue
New York, N.Y.

Dear Ed Murrow:

I couldn't possibly have been more thrilled and pleased than I was on Sunday after watching "See It Now." Here, indeed, was the first real use of television for the intelligent presentation of the news. So much of the credit was yours that it was as exciting as it was, dignified, as gripping as it was honest.

My warmest congratulations to you.

Sincerely,

Leo Cherne

Leo Cherne

LC:ck

Frankel, Lou

December 18, 1951

Dear Lou:

This is literally the first opportunity to say my thanks for your generous and gracious comment concerning "See It Now". I have taken the liberty of showing your communication to my colleagues and they join with me in expressing thanks for your encouragement.

Sincerely yours,

Mr. Lou Frankel
WFDR Broadcasting Corporation
1710 Broadway
New York 19, N. Y.

12/18/51

WFDR BROADCASTING CORPORATION
1710 BROADWAY · NEW YORK 19, N. Y. · JUdson 2-1190

LOU FRANKEL
General Manager

4 December 1951

Dear Ed:-

We knock ourselves out, over here, doing what our audience says is good radio, and getting a thrill out of doing it ... and along comes SEE IT NOW to shock us into realizing just how wonderful TV can be. Now radio has all the kick of stale beer.

To yourself and Fred and everyone in your crew a hundred hosannahs for something fresh and bright and good. And, a prayer that the moguls let it alone.

Sincerely,

Lou

Lou Frankel

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

LF:fk

SPONSORED AS A PUBLIC SERVICE BY THE INTERNATIONAL LADIES' GARMENT WORKERS' UNION

425

Gould, Alan J.

December 19, 1951

Dear Alan:

This is literally the first opportunity to say my thanks for your generous and gracious comment concerning "Who It Was". I have taken the liberty of showing your communication to my colleagues and they join with me in expressing thanks for your encouragement.

Sincerely yours,

Mr. Alan J. Gould
The Associated Press
50 Rockefeller Plaza
New York 20, N. Y.

THE ASSOCIATED PRESS
GENERAL OFFICE
50 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

November 19, 1951.

Dear Ed:

That was a great show you and your team put on Sunday for the "See It Now" premier. It was beautifully organized and well conducted. Congratulations, and best wishes,

Sincerely yours,

Alan J. Gould

Mr. Edward Murrow,
c/o Columbia Broadcasting System,
485 Madison Avenue,
New York, N. Y.

ALAN J. GOULD
EXECUTIVE EDITOR

Heiskell, Andrew

December 19, 1951

Dear Andy:

This is literally the first opportunity to say my thanks for your generous comment concerning "Man Is Man". I have taken the liberty of showing your communication to my colleagues and they join with me in expressing thanks for your encouragement.

Sincerely yours,

Mr. Andrew Heiskell
Time & Life Building
Rockefeller Center
New York 20, N. Y.

LIFE
TIME & LIFE BUILDING
ROCKEFELLER CENTER
NEW YORK 20

ISHER'S OFFICE

November 19, 1951

Dear Ed:

Excellent!

Best regards.

Sincerely,

Andrew

Andrew Heiskell

Mr. Edward Murrow
Columbia Broadcasting System
New York, N. Y.

Hopper, Hedda

December 18, 1951

Dear Miss Hopper:

This is literally the first opportunity to say my thanks for your generous and gracious comment concerning "See It Now". I have taken the liberty of showing your communication to my colleagues and they join with me in expressing thanks for your encouragement.

Sincerely yours,

Miss Hedda Hopper
Room 702
6331 Hollywood Blvd.
Hollywood, California

12/18/51

Hold

Room 702:
6331 Hollywood Blvd.
"

RECEIVED
1951 DEC -4 PM 6:53
C.B.S. TRAFFIC DEPT. N.Y.

check phone book for address or ~~phone~~ IN

WU058 CGN PD

HOLLYWOOD CALIF DEC 4 326P

EDWARD R.MURROS

CBS

AT LAST I KNOW WHY TELEVISION WAS BORN YOUR SHOW. CONGRATULATIONS

Dear HEDDA HOPPER

648P..

Lynch, Charles

December 21, 1951

Dear Mr. Lynch:

This is literally the first opportunity to say my thanks for your generous and gracious comment concerning "Was It Rose". I have taken the liberty of showing your communication to my colleagues and they join with me in expressing thanks for your encouragement.

Sincerely yours,

Mr. Charles E. Lynch
Reuters Limited
229 West 43rd Street
New York 18, N. Y.

THE CENTENARY YEAR OF REUTERS BRYANT 9-8558

REUTERS LIMITED

TIMES BUILDING
229 WEST 43rd STREET
NEW YORK 18, N. Y.

(personal)

November 19, 1951

Mr. Edward R. Murrow
CBS
New York

Dear Mr. Murrow:

If one ever wearies of congratulations, I imagine you must be weary of them by now after yesterday's debut of "See It Now". To everything that Jack Gould write in this morning's Times, add: "Me too."

Speaking of old teams learning new trades, we have been wondering if there is anything special that Reuters might do to be of service to you on the TV side. Frankly, we are not sure where a news service fits into the TV picture. We have talked to Sig Mickleson about it, and have hopes of something developing whereby Reuters can be of service to CBS-TV.

If there is anything that we can do for you, just sing out. On the radio side, we hope the news service is living up to your expectations.

All bests,

Charles Lynch

Charles B. Lynch
Editor
North American Service

Vierow, Warren

December 18, 1951

Dear Mr. Vierow:

This is literally the first opportunity to say my thanks for your generous and gracious comment concerning "See It Now". I have taken the liberty of showing your communication to my colleagues and they join with me in expressing thanks for your encouragement.

Sincerely yours,

Mr. Warren Vierow
Dun & Bradstreet, Inc.
99 Church Street
New York 8, N. Y.

R/18/51

ESTABLISHED 1841
Advertising Department
99 CHURCH STREET
NEW YORK 8, N. Y.
Digby 9-3300

Dun & Bradstreet, Inc.
The Mercantile Agency

December 3, 1951

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

I don't recall being so moved by the power of restraint and cold steel silence and simplicity -- not since the motion picture of Ernie Pyle where in the grey of the dusk, the mule slowly makes its way down the mountain slope with the limp body of the infantry captain slung across its back -- than I was yesterday by the last part of your television program. Too often, the TV producer loses complete cognizance of the rugged strength of the simple facts themselves without the fancy embroidery or the flowery bursts of editorializing that tend to distract and divert, and as a result, wage war on the real purpose and object of emphasis.

Your treatment of tracing blood to the stricken Marine PFC at the front made a person feel humble and deeply sympathetic and sorrowful. Yet, with these emotions, there was a feeling of accompanying proudness for a lot of little things too many of us do not have "time" to think about.

Congratulations for your very fine programs. I have been a radio admirer of yours for a long time ... but undoubtedly like too many of your listeners, it's taken me a long time to tell you so.

Very truly yours,

Warren Vierow

Warren Vierow

WV/vh

Ackerman, W. C.

December 19, 1951

Dear Bill:

Many thanks for your generous and gracious comment concerning "Was It Now". I have taken the liberty of showing your communication to my colleagues and they join with me in expressing thanks for your encouragement.

Sincerely yours,

Mr. William C. Ackerman
2501 Que Street, N.W.
Washington, D. C.

[illegible] Pleasure
Feel Friendly

No. 3 yesterday was
certainly a "danger"
of a show.

Congratulations, best
regards, & let me
know when you're
down here with
enough time for
dinner or a drink.

Bill

12.3.51

William C. Ackerman
address – over

2501 Queen St.
Washington

Berkman, E.D.

December 18, 1951

Dear Ted:

Many thanks for your generous and gracious comment concerning "See It Now". I have taken the liberty of showing your communication to my colleagues and they join with me in expressing thanks for your encouragement.

Sincerely yours,

Mr. Edward D. Berkman
44 East 74 Street
New York, N. Y.

WESTERN UNION

1201

W. P. MARSHALL, PRESIDENT

...full-rate ... or Cable-... unless its de-... character is in-...cated by a suitable symbol above or preceding the address.

SYMBOLS
DL=Day Letter
NL=Night Letter
LT=Int'l Letter Telegram
VLT=Int'l Victory Ltr.

(31)

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

NA065 PD=NEWYORK NY 9 420P=

ED MURROW=DELIVER CBS

485 MADISON AVE=

12/18/51

1951 DEC 9 PM 4 55

BRILLIANT SHOW TODAY. THIS IS TELEVISION WITH IMAGINATION AND CONSCIENCE REGARDS=

=TED BERKMAN=

Address
Phone book
or B. file

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Bituminous Coal Institute

Bitum[illegible]us Coal Institute · Southern Building, Washington 5, D. C.

A DEP[illegible]ENT OF THE NATIONAL COAL ASSOCIATION

RALPH C. MULLIGAN, Director of Public Relations

December 11, 1951

SIN

Mr. Edward R. Murrow
Columbia Broadcasting Company-TV
485 Madison Avenue
New York 22, N. Y.

Dear Mr. Murrow:

Your show last Sunday, on which coal was featured, was naturally of intense interest to me; first, because of its subject matter; and second, because of BCI's part in obtaining the necessary permissions for Ed Scott and the cameraman to go to Grant Town to film the mining sequences there, and more recently arranging with the B.&O. for the live pickup at the Baltimore docks last Sunday.

Mr. Adams, our staff photographer, accompanied Mr. Scott to Grant Town and was there during the shooting; and subsequently Adams and myself had an opportunity to see the rushes at the Eastern Sound Studio in advance.

Our effort was not wholly disinterested. Naturally we wanted the audience to see modern coal mining and the present day young and alert mining crews, who are skilled machine operators and who take pride in their occupation.

We had no wish to glamorize the miner or to present an untrue or unbelievable picture; but on the other hand, to present a picture of mining as it is, not as so many persons are inclined to think of it. The foregoing is said with the full realization that it was your picture, not ours, and that the decision as to what it would contain would be with you.

We talked about this with Mr. Scott who assured us he sought only to give well balanced, unbiased, objective scenes with true life characters, and no slant.

Mine management at Grant Town, miners, townpeople, all cooperated very fully. A camera crew below ground during operations is no simple matter. I speak from experience as we have just been through six months of it in the new color film on coal, "Powering America's Progress," which has just been completed for us by the March of Time organization.

When I saw the Grant Town rushes I congratulated Mr. Scott on the underground mining machine sequences. I wished that some of the miners in the above ground close-ups were more typical of the younger generation.

W[illegible]ame to the dialogue I was sorry to hear a miner say that "mining is a [illegible]gerous, dirty business, that the atmosphere in the mine is bad, and I don't want to work in a mine," or words to that effect. Another conversation in the Grievance Committee sequence, Meline Serdich (as recorded at the mine) was heard to say, "With conditions as they used to be I would not want any son of mine to go into the mines, but with today's modernization and machines I would be glad to have my son study coal mining as a career," or words to that effect.

There are plenty of young men today who are working in coal mines from choice, rather than necessity, and are proud of their jobs and going ahead. Many young men are going to trade schools studying to be coal miners or taking courses to be coal mining engineers. We are constantly seeking to bring this fact to the public notice. We are constantly seeking to acquaint the public with these facts.

So, it was keenly disappointing in viewing the program last Sunday to hear Serdich speak the first part of his lines, "I want no son of mine to go into the mines," and then cut ; especially to have the entire picture end on that note. Similarly, the editing of some of the other shots seemed to me to give an over-all picture less favorable than was justified, or than was needful, in view of the Grant Town sequences originally shot.

Sincerely yours,

Ralph C. Mulligan

Ralph C. Mulligan
Director of Public Relations

RCM:jh

Used (in very general way) April 21, 1952 Black.

Sketch of Mr. Black's Interview on "Chronicle" TV Program

Main Discussion Heading: World Bank's activity throughout world — promoting economic development.

Subheadings: Bank is a self-supporting institution.

Observations on trip to Far East.

---

1. You have just returned from a swing around South and Southeast Asia — What did you find out?

I went to Pakistan, India, Ceylon, Thailand.

The most interesting thing I found out is that real progress is being made in that part of the world. All of these countries have one thing in common: agriculture is their backbone. We made a point of looking at the farm areas, and found that farm populations are doing a good deal to improve their conditions. People are generally pretty well off. This isn't a snap judgment — we checked our impressions with people on the spot who have been studying the development of the new countries in Asia.

Another interesting fact: These countries are following financial and fiscal policies which are generally sound and conservative. I haven't heard this point discussed much. I don't mean that they have adequate amounts of capital for their needs. But there is a realization of the importance of putting available capital to good use.

Their main needs are increased food production, basic facilities such as electric power, and technical advice.

2. What is the Bank doing in that area?

It is helping countries obtain some of these basic needs. Bank's activity in India is a good illustration. So far we have made three loans to India to meet three main needs: 1) Agriculture — Kans grass is a major problem

for India's farmers; if this can be licked, India can greatly increase food production; Bank's loan is financing heavy tractors and deep plows -- probably the only effective way to lick kans grass. 2) Transport -- another loan is helping to improve railways, so that India can transport its food and other products. 3) Power -- a third loan is financing largest steam power plant in India at Bokaro in Damodar Valley, 300 miles north of Calcutta; here workers have literally cut two new communities out of jungle; increased power supply will have wide effects on India: it will mean more production of coal, steel, cement for industries, fertilizer for agriculture, new locomotive shops, electric lights for villages and adequate water supplies to raise health standards.

3. Are these the kinds of things the Bank is doing elsewhere -- and where is it doing them?

The Bank is trying to help its member countries throughout the world in very practical ways. What we are doing in India is typical of our world operations. Like any bank, our main business is lending money. You can gauge the scale of our operations by this comparison: the power loan to India which I mentioned was for $18½ million. To date we have loaned a total of $1 billion 300 million; we have made more than sixty loans for projects and programs on six continents.

Our first loans were a sort of blood transfusion to help reconstruct the economies of certain European countries before the coming of Marshall Aid. These reconstruction loans amounted to about $500 million. We have already loaned more than that -- about $800 million -- to promote the economic development of our member countries. Now and in the future development is our business.

Most of our development loans finance the basic necessities of development -- such things as electric power; highways, railways or ports; irrigation works and agricultural machinery. These things are the foundation

from which a country can develop along many different lines.

Capital is important in development. But it is not the most important thing. Many countries need a sound program for development more than they need money. They need to know how they can use their own resources, as well as foreign capital, to their own best advantage. They can't simply import "development" like a piece of machinery. The Bank therefore is giving its member countries a good deal of assistance in planning the kind of development a particular country needs. More and more countries are asking for this type of aid.

A good case in point is the Bank's relation with Colombia. At Colombia's request we sent a survey mission which appraised Colombia's entire economic potential, and which made practical recommendations for a broad development program. The important thing is that the matter didn't just stop with this mission's report. Colombia set up a non-partisan body of eminent citizens, called the Economic Development Committee, to do something about this program. It is drawing up development projects, based largely on the mission's recommendations, in many fields. One of these projects, for a badly-needed highway network, looked sound to us and the Bank has made a loan to help carry it out. We may help to finance other projects. A survey mission may be only the beginning of a country's relation with the Bank. We try to build a lasting Bank-client relationship. We can give both advice -- and money.

4. At the present time, what is the main objective of the activity of the Bank?

Our main objective is to promote economic development.

You can see by the case histories we have been talking about that we try to do this in several practical ways.

We provide some of the capital that is needed for development. I have mentioned some of the specific projects for which we lend money. We also make loans to help finance integrated programs of development as a whole. We made such a loan to assist the 10-Year development plan of the Belgian Congo. This is a practical over-all plan which should result in striking advances in the Congo --

a rich source of minerals and other valuable products. In one way or another we expect all of our loans to bring tangible results -- to help increase a country's production, to develop its natural and human resources.

We are trying to help underdeveloped countries pay their own way in economic development. We make no grants of money: we don't give money away. We make only business-like loans which we are satisfied that a country can repay through its own efforts. This kind of lending builds self-reliance, helps a country to become independent of foreign aid.

5. Where does the Bank get its own money from -- what are the Bank's resources?

Some of our lending funds come from the capital subscriptions paid in to the Bank by its member countries. Only a small part of a country's capital subscription, however, can be used for lending; the bulk is a sort of guarantee fund to back up the Bank's own bonds.

We are obtaining more and more of our lending funds from the bonds which we sell in the private investment markets -- in the United States and other countries. In this way we channel private capital into the financing of sound economic development. We operate in a broad partnership with private investors.

The Bank is not dependent on further appropriations from the United States Congress or any parliament. We do not operate on tax-payers money. The Bank pays its own way out of its own operations. Our operations have resulted in substantial net earnings to the Bank. These earnings are running at the rate of about $15 million a year, and have now risen to well over $50 million. The Bank is a self-supporting institution.

There are two other important "resources" of the Bank. One is intangible: the fact that the Bank is an international organization. It is owned by its 51 member nations. It tackles problems of economic development objectively. It is not open to the charge of trying to exploit an area for the benefit of any nation. Some of the advice the Bank may give an underdeveloped country may be

unpleasant advice, hard for a government to follow. If necessary, the Bank can talk to a member country like a Dutch uncle. The Bank's international character tends to make its advice respected.

Another important resource in promoting development is that the Bank can lend in various currencies. Most of its loans have been made in dollars, but it can lend in other currencies as well. Part of each member nation's capital subscription is paid in local currency, and this can be loaned provided the member gives its consent. We have been obtaining an increasing amount of these local currency releases recently. We also obtain currencies other than dollars by selling our bonds in various countries. I think that there will be more and more opportunities for lending in non-dollar currencies. Loans must be repaid through normal trade channels. The pattern of a country's trade may be such that it could repay loans in non-dollar currencies, when it could not repay a dollar debt. The availability of these other currencies therefore broadens our lending opportunities.

6. What is the over-all effect of the World Bank's operations on the world situation?

The Bank is one organization which is helping to promote economic development, and the whole question of economic development has become a major one in world affairs. Development of the undeveloped areas means many things. To the industrialized nations, it means new sources of raw materials and new markets. To the free world as a whole, it means added strength and economic balance. To the underdeveloped countries themselves, it is likely to mean their entire future.

People in many of these areas are going through a real awakening. They are trying to throw off the poverty and backwardness of centuries. This is a powerful force today. Communism is quick to try to exploit this force to its own ends. What the peoples in these areas want is economic progress and human freedom. They can achieve both through economic development along realistic lines. The Bank is helping to make this kind of development a reality.

Cogan, David

December 19, 1951

Dear Dave:

This is literally the first opportunity to say my thanks for your generous and gracious comment concerning "See It Now". I have taken the liberty of showing your communication to my colleagues and they join with me in expressing thanks for your encouragement.

Sincerely yours,

Mr. David H. Cogan
CBS - Columbia Inc.
170 Fifty-third Street
Brooklyn 32, N. Y.

CBS-COLUMBIA INC.
170 FIFTY-THIRD STREET, BROOKLYN 32, N.Y.
HYACINTH 2-8000

DAVID H. COGAN
PRESIDENT

November 19, 1951

Dear Ed:

I had occasion to witness your first "See It Now" program this past Sunday, and I can best describe it as magnificent.

With all good wishes.

Sincerely,

Dave

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, New York

Cullenward, William

December 21, 1951

Dear Bill:

This is literally the first opportunity to say my thanks for your generous and gracious comment concerning "See It Now". I have taken the liberty of showing your communication and the Abbe column to my colleagues and they join with me in expressing thanks for your encouragement.

Sincerely yours,

Mr. William Cullenward
Station KGEI
Palace Hotel
San Fran

(6)

KCBS

COLUMBIA BROADCASTING SYSTEM, INC.
OF CALIFORNIA
PALACE HOTEL, SAN FRANCISCO 5, CALIF.
YUKON 2-7000

November 19, 1951

Mr. Edward Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, New York

Dear Ed:

Congratulations on yesterday's "See It Now."

Thought you would be interested in the enclosed coverage from the Oakland Tribune.

Regards,

Bill Cullenward

William Cullenward
Director
Press Information

adj
att.

Oakland Tribune, Monday, Nov. 19, 1951

AIRS IT

Standard Hour Presents Preview of TV Program

By JAMES ABBE

The Standard Hour is heading into television. A few months ago in the Sunday edition of this column, you may have read that Standard Oilers were building sets, installing TV cameras and rehearsing ballet girls in the Richmond Memorial Auditorium. They were spending quite a few pretty pennies—and still are—attempting to learn how that daddy-of-them-all concert programs will look on your TV screen. Not merely as you have seen it in real life at the San Francisco Opera House, or in Richmond or Berkeley; but after it had been filmed with people arriving in the foyer of the Opera House and in their boxes. All this with a select group of dancers from the San Francisco Ballet School.

Last Friday Standard Oil staked us of the radio-TV columns to a luncheon at the Palace Hotel in San Francisco. Then they reeled off on a living room size TV set, what is earmarked as the very first televised edition of The Standard Hour. It is tentatively scheduled for public projection some time next autumn.

Standard has not yet decided to substitute the TV Hour for the old tried and true radio version.

program was produced by the man who has done some great "March of Time" shows.

Watching poorly lighted shots of our Secretary of State Dean Acheson speaking the words we had read in last week's Tribune, and had heard over many radio programs, did not add anything to their significance.

Soviet Russia's Foreign Minister Vishinsky, after having his sarcasm filtered from Russian into English, on the week-old tell-tale gray film, just did not appear the villain he really is.

Disinterred invective, which might live forever in print; loses a lot of its muzzle velocity, after being embalmed on film, flown across the ocean, edited, spliced, then telecast cross-country.

Nor did it help to have a superimposed commentary by a commentator who might be threatened with adenoids for all I know. Perhaps if Edward R. Murrow and his CBS crew had undertaken that U.N. Assembly job, it would have been better. Maybe it will get better anyhow.

ACROSS TWO OCEANS

Come to think of it Ed Murrow's first two-way transcontinental Sunday program, titled "See It Now," carried films from across the Pacific as well as from across the Atlantic, and both were excellent. The playing of televised reportorial ping pong between New York City and San Francisco, as we watch first the New York and then the San Francisco sky line; listening in on Murrow conversing with Sandy Spilman over at KPIX was all like endowing us televiewers in the Bay area with supernatural powers to see as well as hear who was saying what to each other and what was going on 3000 miles apart.

"See It Now's" camera work could hardly be improved upon. Certainly not until color TV is available. Murrow is one of the few real commentators who not only looks good, but looks the part of the good commentator he is. CBS has started something with this new Murrow program that is likeley to stampede all the other TV networks into doing, or trying to do. And yesterday's show lost something, too, by not being able to go through with Murrow's interview with Governor Earl Warren. Maybe we'll get that next Sunday if the Governor is recovered from his illness.

So, for the very first two-way transcontinental job of televised journalism, onto my score card goes "A" for effort and "B plus" for achievement.

On the air this evening.

RADIO

5:30 P.M. KNBC—VOICE OF

Dancer, H. M.

December 19, 1951

Dear Mike:

This is literally the first opportunity to say my thanks for your generous and gracious comment concerning "See It Now". I have taken the liberty of showing your communication to my colleagues and they join with me in expressing thanks for your encouragement.

Sincerely yours,

Mr. H. M. Dancer
Dancer-Fitzgerald-Sample
347 Madison Avenue
New York 17, N. Y.

DANCER-FITZGERALD-SAMPLE
INCORPORATED
347 MADISON AVENUE, NEW YORK 17

December 3, 1951

PERSONAL

Mr. Edward R. Murrow, Vice President
Columbia Broadcasting System
485 Madison Avenue
New York 22, New York

Dear Ed:

Sincere congratulations to both you and the Aluminum Co. of America for the very wonderful newscasting job you are doing on television!

I was particularly interested in your comments Sunday about the commercial angles. I think the way the whole thing is handled is excellent, and a company of this kind couldn't have a more effective job.

I remember a couple of years ago, Ed, you told me a little about the things you had in mind for a television newscast. Certainly what you are doing now is a grand fulfilment of your vision.

Kindest regards.

Sincerely,

HMDancer
b

Mix
Check DFS file

de Gaudenzi James

December 18, 1951

Dear Mr. De Gaudenzi:

This is literally the first opportunity to say my thanks for your generous and gracious comment concerning "See It Now". I have taken the liberty of showing your communication to my colleagues and they join with me in expressing thanks for your encouragement.

Sincerely yours,

Mr. James de Gaudenzi
122 East 42nd Street
New York 17, N. Y.

12/18/51

AMERICAN OIL COMPANY
AMERICAN BUILDING
BALTIMORE, MARYLAND

JAMES DE GAUDENZI
MANAGER OF OPERATIONS

AMOCO

November 29, 1951

Mr. Edward R. Murrow, Vice President
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York, N.Y.

Dear Mr. Murrow:

May I add my few words of congratulation to those which I am sure you have already received as a result of your outstanding premiere on television. The program was most interesting and unique among news programs, which by necessity are usually confined within certain limitations.

I shall look forward with pleasure to seeing you on this new television program in the future.

With kindest regards, I am

Sincerely

J. DeGaudenzi

New Address: 122 E. 42nd St.
New York 17, N.Y.

Farrell, Wm. R.

December 18, 1951

Dear Bill:

This is literally the first opportunity to say my thanks for your generous and gracious comment concerning "See It Now". I have taken the liberty of showing your communication to my colleagues and they join with me in expressing thanks for your encouragement.

Sincerely yours,

Mr. William R. Farrell
Ward Wheelock Company
Lincoln-Liberty Building
Philadelphia 7, Pa.

12/18/51

WARD WHEELOCK COMPANY

ADVERTISING

WILLIAM R. FARRELL
VICE PRESIDENT

PHILADELPHIA

November 23, 1951

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, N. Y.

Dear Ed:

This is just a note to tell you how much our family enjoyed your new television program last Sunday afternoon. It was the finest presentation I have yet seen on television.

Congratulations and best wishes for the continued success of this very fine program.

Kindest personal regards.

Sincerely,

Bill

WRF/mdm

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

W. P. MARSHALL, PRESIDENT

1201

Goddard

SYMBOLS

DL=Day Letter

NL=Night Letter

LT=Int'l Letter Telegram

VLT=Int'l Victory Ltr.

RECEIVED 1951 NOV 19 AM 10:40

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

C.B.S. TRAFFIC DEPT. N.Y.

H13CC 2M PD

3/18

WUX NEWYORK NY 1123A NOV 16 1951

EDWARD R MURROW

DLR SUNDAY NOV 18 COLUMBIA BROADCASTING SYSTEM
485 MADISON AVE NYK

I AM SURE "SEE IT NOW" WILL BE WONDERFUL. ALL WEST WISHES FROM

GODDARD

1134A

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

December 27, 1951

Dear Dorothy:

This is literally the first opportunity to say my thanks for your generous and gracious comment concerning "See It Now". I have taken the liberty of showing your communication to my colleagues and they join with me in expressing thanks for your encouragement.

Sincerely yours,

Miss Dorothy Gordon
The New York Times
Times Square
New York 18, N. Y.

Gordon, Dorothy

The New York Times

TIMES SQUARE, NEW YORK 18, N. Y.
LACKAWANNA 4-1000

YOUTH FORUMS
Dorothy Gordon, Moderator

November 20, 1951

Dear Ed:

When I turned off my television set on Sunday I had only one thought - that if I didn't use my set again it was worthwhile because at last I realized through you my dream of the utilization of the greatest mass medium that has been given the human race. We can only hope that it will be used as wisely, as forcefully, as powerfully, as you showed it can be used. If I seem to be running over in my praise its because I still am under the spell of your excellent show.

More power to you and warm friendly greetings.

Cordially yours,

Dorothy Gordon

Mr. Edward Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

DG/m

Graham, D. Gordon

Mr. D. Gordon Graham

Mr. Edward R. Murrow

December 21, 1951

This is literally the first opportunity to say my thanks for your generous and gracious comment concerning "See It Now". I have taken the liberty of showing your communication to my colleagues and they join with me in expressing thanks for your encouragement.

Edward R. Murrow (2)

From D. GORDON GRAHAM

"See It Now" was the most interesting and compelling program I have ever seen on TV. Congratulations on demonstrating how really great a medium it could be.

DGG.

Hageman, Harold

December 27, 1951

Dear Red:

This is literally the first opportunity to say my thanks for your generous and gracious comment concerning "See It Now". I enjoyed the item in Kenneth Nichols column, and I took the liberty of showing your communication to my colleagues. They join with me in expressing thanks for your encouragement.

Sincerely yours,

Mr. Harold L. Hageman
Station WADC
Corner Main & Mill Street
Akron 8, Ohio

(12)

W A D C
BROADCASTING STATION

WADC BUILDING · CORNER MAIN & MILL STREETS
AKRON 8, OHIO

ALLEN T. SIMMONS
OWNER
JEFFERSON 6165

BASIC MEMBER
COLUMBIA NETWORK

Nov. 21,1951

Dear Ed:

Many times in this business we become so pre-occupied with our interests and problems that we fail to do those things which are proper and called-for when a fellow broadcaster does something deserving of praise. This is one time I do myself ppoud.

Ed, my family and myself saw your "See It Now" TV show last Sunday. We all enjoyed every minute of it, from the history-making beginning right through to the end.

We liked the Korean films especially well, because they were different.

Your commentary was excellent. I thought your blood donor climax was very effective. Please accept the thanks of my family and myself for such a terrific show. You and your associates deserve a great big bunch of orchids.

Many times I have thought about your visit to Akron a little more than a year ago which afforded me the opportunity of watching you work, broadcast, and lecture.

I have enclosed a little clipping from the local paper pertaining to that visit which may give you a chuckle. The story is not accurate as you will no doubt recall.

With all kind wishes for a successful "See It Now" TV series, I remain

Cordially,

"Red"

Harold L. Hageman
News Editor

Haverlin, Carl

December 18, 1951

Dear Carl:

This is literally the first opportunity to say my thanks for your generous and gracious comment concerning "See It Now". I have taken the liberty of showing your communication to my colleagues and they join with me in expressing thanks for your encouragement.

Sincerely yours,

Mr. Carl Haverlin
Broadcast Music, Inc.
580 Fifth Avenue
New York 19, N. Y.

12/18/51

BROADCAST MUSIC, INC.
580 FIFTH AVENUE, NEW YORK 19, N.Y.

CARL HAVERLIN
PRESIDENT

November 20, 1951

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, N.Y.

Dear Ed:

I was deeply moved by the tremendous impact of "See It Now". I think that looking through the Golden Gate and through the Narrows, with yourself in the background, will remain with me as a TV classic.

The show was beautifully paced and your handling of it was flawless. Congratulations to you and all your staff.

Sincerely,

Carl

Carl Haverlin

Hawk, Bob

December 18, 1951

Dear Bob:

Many thanks for your generous and gracious comment concerning "See It Now". I have taken the liberty of showing your communication to my colleagues and they join with me in expressing thanks for your encouragement.

Sincerely yours,

Mr. Bob Hawk
Hawk Radio Company
9363 Wilshire Blvd.
Beverly Hills, Calif.

12/18/51

HAWK RADIO COMPANY
9363 WILSHIRE BLVD. · BEVERLY HILLS, CALIF.
CRestview 5-4494

December 7, 1951

Dear Ed,

Your contribution to radio has been exceeded only by your contribution to television!

I just want you to know how deeply I admire your sincerity, your integrity and your ability.

Cordially,

Bob Hawk

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York City 22

Hawthorne

December 18, 1951

Dear Hawthorne:

This is literally the first opportunity to say my thanks for your generous and gracious comment concerning "See It Now". I have taken the liberty of showing your communication to my colleagues and they join with me in expressing thanks for your encouragement.

Sincerely yours,

Hawthorne
KNX-KNXT Radio Station
Los Angeles, California

Columbia Broadcasting System, Inc.

12/18/51

OFFICE COMMUNICATION

To Edward R. Murrow-CBS NY

From Hawthorne

Station KNX-KNXT CBS H

Dear Mr. Murrow:

A fan letter from a guy who appreciates the intelligent and extremely interesting "SEE IT NOW."

"HEAR IT NOW" is sadly missed from this end, too.

As many of my listeners write: "this is my first fan letter" and it is for me too.

Sincerely,

HAWTHORNE

H/ebc

Hayward, Fred

Mr. Fred Hayward

Mr. Edward R. Murrow

December 19, 1951

This is literally the first opportunity to say my thanks for your generous and gracious comment concerning "See It Now". I have taken the liberty of showing your communication to my colleagues and they join me in expressing thanks for your encouragement.

Columbia Broadcasting System, Inc.

F 559-6/48

OFFICE COMMUNICATION

To Mr. Edward R. Murrow

From Fred Hayward (Editing)

Station

Nov. 19

Would like to add my congratulations, and thanks,(to those of everybody else) on the productmion, delivery, films and commentary of "See It Now". Sunday's program was excellent - and important to TV as a medium and to the nourishment of viewers.

The film clips, your commentary, and the sound-track about F Company in Korea touched me deeply --the fighting conditions and the boys were real as I've never seen before in pictures; their names and the locale were new of course. Part of World War II, I was captain of a rifle company - and it seemed again I saw and heard the waiting and dying and routine and despair and bravery of Company B in the mountains of Italy. I felt a "homesickness" for those harsh days.

All the hard work of your associates and yourself were rewarded; for in every home the program must have presented the thrill of actuality, the impact of unforgetable authenticity.

FH

Fred H

Holden, Judy

TIME

THE WEEKLY NEWSMAGAZINE

TIME & LIFE BUILDING
ROCKEFELLER CENTER
NEW YORK 20

November 19, 1951

S/N

Dear Mr. Murrow:

Bob McLaughlin and I want to thank you for all your cooperation on our "See It Now" story. At an especially busy time, you were very kind in briefing us on the show. And after yesterday's telecast, we are both enthusiastic about its future.

A copy of the issue will be sent along to you.

Sincerely,

Judy Holden

Judy Holden

OV

Hubbell
S1

RECEIVED
1951 NOV 19 AM 10:39
C.B.S. TRAFFIC DEPT. N.Y.

WU066 PD

KATONAH NY NOV 18 226P

EDWARD R MURROW

STUDIO 41 CBS 15 VANDERDBILT AVE

I KNOW WE WILL BE SEEING IT FOREVER AND THAST GOOD ENOUGH FOR ME. GOOD AFTERNOON AND GOOD LUCK FAITHFULLY

HUBBELL

300P

Huber, Bob

S/N

December 18, 1951

Dear Bob Huber:

My best thanks for the excellent job your crew did for us on the Senator Taft remote on SEE IT NOW.

This television is a new business for us. We like to learn from the boys with the know-how.

Sincerely yours,

Mr. Bob Huber
Radio Station WKRC-TV
Star Times Building
Cincinnati, Ohio

Dwight Mellon 1818 N. Street, N.W. International Bank

310

F.

INTERNATIONAL BANK FOR RECONSTRUCTION AND DEVELOPMENT
WASHINGTON, D.C.
LENDING OPERATIONS TO DATE

December 10, 1951

Borrower	Date	Purpose	Amount
Australia	Aug. 22, 1950	Equipment and materials for development	$100,000,000
Belgium	Mar. 1, 1949	Equipment for steel and power industries	16,000,000
Belgium	Sept. 13, 1951	Equipment and materials for 10 Year Development Plan of the Belgian Congo	30,000,000
Belgium (Guarantor) Belgian Congo	Sept. 13, 1951-	Equipment and materials for 10 Year Development Plan of the Belgian Congo	40,000,000
Brazil (Guarantor) Brazilian Traction (First Installment)	Jan. 27, 1949	Electric power development and telephone equipment	75,000,000
Brazil (Guarantor) Brazilian Traction (Second Installment)	Jan. 18, 1951	Electric power development	15,000,000
Brazil (Guarantor) Sao Francisco Hydroelectric Co.	May 26, 1950	Electric power development	15,000,000
Chile (Guarantor) Fomento and Endesa	Mar. 25, 1948	Electric power development and agricultural machinery	16,000,000
Chile (Guarantor) Fomento	Oct. 10, 1951	Exploration and use for irrigation of underground water resources	1,300,000
Colombia (Guarantor) Caja de Credito	Aug. 19, 1949	Agricultural machinery	5,000,000
Colombia (Guarantor) Central Hidroelectrica del Rio Anchicaya, Ltd.	Nov. 2, 1950	Electric power development	3,530,000
Colombia (Guarantor) Central Hidroelectrica de Caldas, Ltd.	Dec. 28, 1950	Electric power development	2,600,000
Colombia	Apr. 10, 1951	Highway construction and rehabilitation	16,500,000
Colombia (Guarantor) Central Hidroelectrica del Rio Lebrija, Ltd.	Nov. 13, 1951	Electric power development	2,400,000
Denmark	Aug. 22, 1947	Equipment and materials for reconstruction and development	40,000,000
El Salvador (Guarantor) Comision del Rio Lempa	Dec. 14, 1949	Electric power development	12,545,000
Ethiopia	Sept. 13, 1950	Road program and foreign exchange for new development bank	7,000,000
Ethiopia	Feb. 19, 1951	Rehabilitation and extension of telephone and telegraph systems	1,500,000

Borrower	Date	Purpose	Amount
Finland (Guarantor) Bank of Finland	Aug. 1, 1949	Electric power development, equipment for woodworking industries and limestone powder production	$12,500,000
Finland	Oct. 17, 1949	Equipment for timber production	2,300,000
France (Guarantor) Credit National	May 9, 1947	Equipment and materials for reconstruction and development	250,000,000
Iceland	June 20, 1951	Electric power development	2,450,000
Iceland	Nov. 1, 1951	Agricultural development	1,008,000
India	Aug. 18, 1949	Railway rehabilitation	34,000,000
India	Sept. 29, 1949	Agricultural machinery	10,000,000
India	Apr. 18, 1950	Electric power development	18,500,000
Iraq	June 15, 1950	Construction of a flood control project	12,800,000
Italy (Guarantor) Cassa per il Mezzogiorno	Oct. 10, 1951	Equipment and materials for 10-Year Development Plan of Southern Italy	10,000,000
Luxembourg	Aug. 28, 1947	Equipment for steel mill and railroads	12,000,000
Mexico (Guarantor) Federal Electricity Commission and Nacional Financiera	Jan. 6, 1949	Electric power development	34,100,000
Mexico (Guarantor) Mexlight	Apr. 28, 1950	Electric power development	26,000,000
Mexico (Guarantor) Consortium of Eight Mexican Commercial Banks and Nacional Financiera	Oct. 18, 1950	Foreign exchange for small private enterprises	10,000,000
Netherlands	Aug. 7, 1947	Equipment and materials for reconstruction and development	195,000,000
Netherlands (Guarantor) Four Dutch Shipping Companies	July 15, 1948	Purchase of six merchant vessels	12,000,000
Netherlands (Guarantor) Herstelbank	July 26, 1949	Equipment for reconstruction and modernization of particular industrial plants	15,000,000
Nicaragua	June 7, 1951	Highway construction	3,500,000
Nicaragua (Guarantor) Banco Nacional de Nicaragua	June 7, 1951	Agricultural machinery	1,200,000
Nicaragua	Oct. 29, 1951	Construction of grain storage facilities	550,000
Paraguay	Dec. 7, 1951	Agricultural development	5,000,000

er	Date	Purpose	Amount
Thailand	Oct. 27, 1950	Railways, irrigation and port development	$25,400,000
Turkey	July 7, 1950	Port development and grain storage facilities	16,400,000
Turkey(Guarantor) Industrial Development Bank of Turkey	Oct. 19, 1950	Foreign exchange for development of private industry	9,000,000
Union of South Africa	Jan. 23, 1951	Expansion of transport facilities	20,000,000
Union of South Africa (Guarantor) Electricity Supply Commission	Jan. 23, 1951	Electric power development	30,000,000
Uruguay (Guarantor) U. T. E.	Aug. 25, 1950	Electric power development and telephone equipment	33,000,000
Yugoslavia	Oct. 17, 1949	Equipment for timber production	2,700,000
Yugoslavia	Oct. 11, 1951	Equipment for productive projects in electric power, coal mining, non-ferrous metals, manufacturing, forestry, agriculture, fisheries and transportation	28,000,000
		TOTAL	$1,231,783,000

Note: - Of the total amount of loan commitments - $1,231,783,000 -, $9,410,445 has been cancelled at the request of borrowers; $10,000,000 has been refunded; and $8,018,455 principal amount of loans has been repaid to the Bank, $33,442,380 of obligations of borrowers have been sold by the Bank to private institutions.

EFFECTS OF WORLD BANK LOANS

(Using Bank films, still pictures, slides, models)

STEEL FOR EUROPE:

Five new steel plants are now in operation on the continent of Europe -- financed by the Bank's reconstruction loans. Two are in France, two in Belgium, one in Luxembourg. Modern American methods of producing steel have been introduced in Europe at a time when Europe is hungry for steel.

ELECTRIC POWER:

In many underdeveloped countries, power is the key to economic development -- the essential base from which industries and agriculture can expand.

Mexico: effects of Bank's loan to Mexican Federal Electricity Commission -- New dams, power plants, transmission lines are filling demands for power in booming industrial areas; also opening up entirely new rural areas.

This means: turning new factory wheels, irrigation pumps for agriculture, hospitals with X-ray machines, lighting for schools and streets in villages which have never had electricity.

The greatest part of all the Bank's development loans has gone for power projects -- in Latin America, Iceland, Europe, Africa and Asia.

TRANSPORT:

Highways, railroads, ports are arteries and nerves of development.

Ethiopia -- one of the most undeveloped countries on the earth: A Bank mission found Ethiopia's greatest need was for roads. Found trucks were taking 5 days to cover a distance of 25 miles between key points. Found trees growing out of middle of roads. Made loan for highway building, maintenance, and training of Ethiopians.

This will mean farmers can get their products to internal markets and export points. Ethiopia has many untapped resources.

Bank also made Ethiopia loan for telegraph and telephone network. This will bind country together.

Bank has made many kinds of transport loans in many areas.

AGRICULTURE:

Part of Bank's loans are for direct aid to agriculture -- such things as modern farm machinery, grain storage equipment, irrigation.

In Colombia farmers are being taught to raise a new crop -- cotton; this has opened a new frontier.

In India, some 2 million acres of land are being cleared of kans grass, with a fleet of 200 tractors and deep plows.

In Thailand, Bank is financing a large irrigation project which will greatly increase production and export of rice.

GENERAL DEVELOPMENT PROGRAMS:

Recently Bank has financed a number of over-all programs of development.

Yugoslavia: Bank loan (made entirely in European currencies) is purchasing equipment for key parts of a manageable development program: electric power lines, coal mines, famous Bor copper mine, factories, farm machinery, railroads. These projects tie in closely with one another.

Belgian Congo: potentially one of the richest areas on surface of earth. Recent Bank loan is tieing in with Belgian and local resources to carry out 10-year development program. Emphasis is on transportation, to open up variety of important resources of "Dark Continent."

# # # # #

WORLD BANK

(Some suggestions for television interview with Robert L. Garner, Vice President)

Men and machines -- science and skills -- can be put to work for two main ends. One is war and destruction. The other is peace and a rising standard of living.

The World Bank is one institution which is helping free nations in many areas of the world to build their strength. Fifty-one nations are members of the World Bank, which is a unique kind of international organization.

Purposes -- first, to help in reconstruction of war-damaged countries; that has been done. Now, and in the future, to aid in the vast business of "economic development."

The Bank gives its member countries a very practical kind of assistance. Its main business is to make loans -- loans to develop economic and human resources, raise standards of living, help nations to help themselves.

To date it has made loans of more than $1 billion $200 million in major areas of world.

These loans are affecting economies of nations, lives of people.

The Bank also gives member countries a practical kind of "technical assistance." It helps a country appraise its total economic resources, map out a comprehensive development program.

But the Bank is a bank. It operates along business lines, makes only productive loans for which it expects to be repaid. The Bank is not dependent on appropriations from the U.S. Congress or any parliament. Its lending funds come partly from the capital subscriptions of its member countries, partly, and increasingly from bonds which the Bank sells to private investors. The Bank pays its own way -- it is operating at a profit.

It promotes the kind of economic development by which a country also pays its own way.

EFFECTS OF BANK'S LOANS ON STEEL PRODUCTION IN WESTERN EUROPE

Loans made by the International Bank to France and Luxembourg (in 1947) and Belgium (in 1949) have been used partly for the reconstruction and modernization of facilities for producing steel. Normally several years are needed to finish large projects of this type. By the Spring of 1951, all five of the new steel plants which these loans helped to finance were completed and were in varying stages of production. Two are in France, two in Belgium and one in Luxembourg. A total of $28,600,000 of Bank loans was used in the construction of the new plants: $10,800,000 in France, $10,300,000 in Belgium, and $7,500,000 in Luxembourg.

The new steel plants had not yet reached their full productive capacity. For the most part, they produce flat rolled steel. In some cases, shortages of raw steel ingots were keeping down production; and the large new French mill at Denain, which produces the hot strip to be fed into cold finishing mills, was not expected to get into full industrial production until the ~~end of 1951~~ middle of 1952. By June of this year, however, the effects of the new plants were beginning to be felt. While each plant fills a particular need, their main combined effects were the following:

1) Increasing the output of rolled steel products which are basic to the industrial economy of western Europe. This is expected to lead to increased productivity in a wide range of European industries, and may encourage the establishment of new industries.

2) Introducing for the first time on the continent modern methods of steel production developed over the last two decades in the United States. These methods include the continuous rolling process, requiring heavy equipment stationed in a long line, which makes possible mass production at high speed.

3) Providing western Europe with particularly high grade steel products at a time when the demand for them is heavy. The new French mill at Montataire,

example, is producing the best quality of cold sheet in France; and the quality of tin plate produced by the Belgian mill at Tilleur is unique on the continent.

A description of the operations at each of the five plants follows:

Denain, France. The plant at Denain, near the Franco-Belgian border, is owned by the French steel combine, "Usinor." It is the first continuous hot rolling mill to be built on the continent of Europe. It produces hot strip, the raw material needed by cold rolling mills in order to manufacture finished steel sheets.

Denain uses the continuous rolling process developed in the United States. The mill consists of five roughing stands and six finishing stands stationed in line. An ingot goes into the mill at one end and comes out the other as finished strip. The value of this system is that it allows for production of one type of product at high speeds. The heavy machinery needed for this process is at present manufactured only in the United States.

Denain is a very large plant. Some idea of its size may be had from the following figures of certain of its requirements: roughly 850,000 square feet of covered floor space, 16,000 tons of metal construction, 8 million cubic feet of earth excavation, 3.25 million cubic feet of poured concrete, 16,000 tons of mechanical equipment, 6,000 tons of electrical equipment, and 190 miles of electrical cables.

The productive capacity of the mill is high — 800,000 tons of hot strip annually.

Operation of test runs started at Denain in March, 1951. Because of various delaying factors, such as the time required for adjusting machinery, the plant is not expected to come into full industrial production until the end of the year. When its productive capacity is reached, some 300,000 tons of the hot

strip produced annually will be shipped to the new French cold rolling mill at Montataire, and the remaining 500,000 tons will be available for sale on the market.

Montataire, France. The "Usinor" company's plant at Montataire, about 30 miles north of Paris, is the first continuous cold rolling mill on the continent. It produces a high quality of finished steel sheet which is considered the best on the French market.

Like the hot strip mill at Denain, it uses a continuous rolling process, perfected in the United States, which permits high-speed production. In the case of the cold rolling system, exceptionally powerful rollers and motors are required, and this type of equipment at present is made only in the United States. The mill at Montataire is equipped with the most modern installations.

Montataire's productive capacity is 300,000 tons of high grade cold rolled sheet annually.

Now in full production

The plant was completed in January, 1950. Its operations have been restricted, however, by a shortage of hot rolled strip which it requires as raw material. It has been importing some hot strip from the United States, but recently supplies from this source have been cut down. The mill has also obtained some hot strip from Denain, but not in the quantities it is equipped to use. As Denain gets into industrial production, Montataire should reach its full productive capacity.

The finished steel sheet produced at Montataire is used in many different kinds of industry. There is a great demand for this product in France, and in the Spring of 1951 Montataire was taking orders for delivery up to two years ahead. One of the main users will be the automobile industry, since high quality sheet is well suited for making automobile bodies. The French Renault works are

expected to consume a good deal of the output. Montataire's production is expected to benefit other manufacturing industries as well.

Dudelange, Luxembourg. The plant at Dudelange is owned by the "Arbed" company. In this case the need was not for the mass production of one type of steel product, but for a plant which could produce a variety of types of products for the export market. Instead of the continuous rolling process used in the French plants, therefore, Dudelange employs reversible rolling mills, in which the same equipment is used over again in different ways to produce different products. The Dudelange plant contains both hot and cold rolling facilities and produces hot strip and various types of rolled sheets. Its installations are highly efficient.

The productive capacity of the plant is 400,000 tons of hot strip and 180,000 tons of cold sheets annually.

The cold rolling mill was completed at the end of 1950 and the hot rolling mill began operations in March, 1951. The Dudelange plant has been operating well below capacity, however, because of a lack of ingots which it needs as raw material. The "Arbed" company is taking measures to increase its own ingot manufacturing capacity.

When the Dudelange plant reaches its productive capacity, it will absorb 180,000 tons annually of its hot strip to produce cold sheets, and the rest of its strip production will be available for sale on the export market. Most of its production of sheets will also be exported, and these can be manufactured in various forms — thick or thin, wide or narrow — to meet specifications. The production of the Dudelange plant will therefore increase Luxembourg's exports. The country normally exports 90% of its steel production.

Ougree, Belgium. The plant at Ougree, in the industrial area of Liege, is owned by the Ougree Marihaye company. The need of this company was for a new blooming mill which could step up the production of semi-finished steel for use

finishing mills existing in the same plant. The old blooming mill at Ougree had too low a productive capacity, and had the additional disadvantage of requiring the use of many different sizes and weights of ingots.

The Bank therefore helped to finance construction of a modern reversible blooming mill to replace the old installation. The new mill uses only two types of large size ingots, and Ougree has therefore been able to standardize its entire ingot production. The blooming mill processes these ingots into different types of billets and slabs to meet the needs of the various finishing mills, which produce structural steel, merchant bar, plate, etc.

The mill began operations in March, 1950, and by the Spring of 1951 was operating at the high rate of 950,000 tons of semi-finished products annually. This compares with a rate of 650,000 tons annually which are the latest production figures for the old mill.

Tilleur, Belgium. The plant at Tilleur, also in the Liege industrial area, is owned by "Ferblatil", a subsidiary of the John Cockerill company. This is a modern reversible cold rolling mill. It produces two kinds of products: cold rolled sheets, and tin plate. Both of these products are of exceptionally high quality. For the production of tin plate, the new plant has installed the latest process of a continuous tinning line which is unique on the continent of Europe. All of its installations are efficient.

The productive capacity of the plant is 60,000 tons of tin plate and 25,000 tons of cold rolled sheets annually.

The cold mill began operations in July, 1950, and the tinning line in March, 1951. Production has been held down, however, by the difficulty of procuring adequate quantities of hot strip which is needed as raw material.

The high grade products produced at Tilleur have not heretofore been manufactured in Belgium. Demand for them is heavy. They provide a possible basis for development of a Belgian canning industry, and are used in many different kinds of manufacturing industries.

Jansen, Wm.

December 18, 1951

Dear Mr. Jansen:

This is my first opportunity to say my thanks for your generous and gracious comment concerning "See It Now". I have taken the liberty of showing your communication to my colleagues and they join with me in expressing thanks for your encouragement.

Sincerely yours,

Mr. William Jansen
Board of Education
110 Livingston Street
Brooklyn 2, N. Y.

12/18/51

BOARD OF EDUCATION
OF THE CITY OF NEW YORK
110 LIVINGSTON STREET
BROOKLYN 2, N.Y.

WILLIAM JANSEN
SUPERINTENDENT OF SCHOOLS

December 10, 1951

Mr. Edward R. Murrow,
Columbia Broadcasting System, Inc.,
485 Madison Avenue,
Manhattan, N.Y.

Dear Mr. Murrow:-

I want to congratulate you on your explanation of the miner's job. When one takes into consideration the few minutes at your disposal, I think you did a fine job in showing the miners to be very human beings.

Sincerely yours,

William Jansen

WILLIAM JANSEN,
Superintendent of Schools.

MR

310

December 18, 1951

Dear Mr. Baker:

The crew of SEE IT NOW extends thanks to the men of your organization who contributed so much to the success of our television program on December 9.

I understand there were a great many persons involved, but in particular, I would like to say our cordial "thank you" to Messrs. Hoskins, Exley, Warfield, Day, Young, VanSant and Bateman. Their top-notch co-ordination probably helps explain why B & O trains run on time.

Sincerely yours,

Mr. W.C.Baker
Baltimore and Ohio Railroad
Baltimore and Charles Streets
Baltimore, Maryland

Levy, Isaac D.

December 19, 1951

Dear Ike:

This is literally the first opportunity to say my thanks for your generous and gracious comment concerning "See It Now". I have taken the liberty of showing your communication to my colleagues and they join with me in expressing thanks for your encouragement.

Sincerely yours,

Mr. Isaac D. Levy
123 South Broad Street
Philadelphia 9, Pa.

ISAAC D. LEVY
123 SOUTH BROAD STREET
PHILADELPHIA 9, PA.

November 19, 1951

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, N.Y.

Dear Ed:

Your television show yesterday was magnificient. Congratulations and lots of luck.

Cordially,

Ike

IDL:F

Levy, Leon

December 18, 1951

Dear Leon:

This is literally the first opportunity to say my thanks for your generous and gracious comment concerning "See It Now". I have taken the liberty of showing your communication to my colleagues and they join with me in expressing thanks for your encouragement.

Sincerely yours,

Mr. Leon Levy
123 South Broad Street
Philadelphia 9, Pa.

12/18/51

LEON LEVY
123 SOUTH BROAD STREET
PHILADELPHIA 9, PA.

November 20, 1951

Mr. Edward R. Murrow
Columbia Broadcasting System
45 Madison Avenue
New York City

Dear Ed:

I tried to reach you on the 'phone Sunday to tell you how much Blanche and I enjoyed your new TV show. We got a real thrill out of it.

It is an axiom in show business that premiere performance "needs smoothing, "needs polishing", etc., but this one contradicts this axiom. It was a fine original performance and if there is any polishing that is needed it is probably a minor technical one. It appeared to me that there was too much light on you and that you looked 'burned' on close-ups. If there were any other technical imperfections then they added to the show.

We will look forward to future Sundays with great anticipation.

My best regards to you and Janet.

Cordially,

Leon

LL:b

P.S. How did Casey like it? This is important.

Lowman, Lawrence

December 19, 1951

Dear Larry:

This is literally the first opportunity to say my thanks for your generous and gracious comment concerning "See It Now". I have taken the liberty of showing your communication to my colleagues and they join with me in expressing thanks for your encouragement.

Sincerely yours,

Mr. Lawrence W. Lowman
485 Madison Avenue
New York 22, N. Y.

LAWRENCE W. LOWMAN · 485 MADISON AVENUE · NEW YORK 22

11/19/50

Dear Ed—

Congratulations—

you is an eye as well as an ear. The sense and the feeling of immediacy the good taste good timing. above all the understanding of relative values were there.

Congratulations to you and Fred. I hope you feel it is worth the trouble

Lawrence.

Lyon, George H.

December 19, 1951

Dear George:

This is literally the first opportunity to say my thanks for your generous and gracious comment concerning "See It Now". I have taken the liberty of showing your communication to my colleagues and they join with me in expressing thanks for your encouragement.

Sincerely yours,

Mr. George H. Lyon
41 East 42nd Street
Suite 1410
New York 17, N. Y.

GEORGE H. LYON

Public Relations Counsel

41 EAST 42nd STREET
SUITE 1410
NEW YORK 17, N. Y.

TELEPHONE
MURRAY HILL 2-4310
HOLLIS 4-6614

November 19th, 1951

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Ed:

The tag-line sentence of the New York Times review of "See It Now" — "Television had a taste of its true glory yesterday" — is for my money one of the great understatements of the year. No program has ever come into our living room with such tremendous impact. That goes for mama, the kids and papa.

My congratulations, Sir.

Sincerely,

George H. Lyon

GHL/tc

Marshall, Glenn, Jr

December 18, 1951

Dear Glenn:

This is literally the first opportunity to say my thanks for your generous and gracious comment concerning "See It Now". I have taken the liberty of showing your communication to my colleagues and they join with me in expressing thanks for your encouragement.

Sincerely yours,

Mr. Glenn Marshall, Jr.
Station WMBR-TV
605 South Main Street
P.O. Box 5187
Jacksonville 7, Florida

12/18/51

WJXT TV FLORIDA BROADCASTING CO.
605 SOUTH MAIN STREET P. O. BOX 5187
JACKSONVILLE 7, FLORIDA

GLENN MARSHALL, JR.
GENERAL MANAGER

November 19, 1951

Mr. Ed Murrow
CBS Television Network
485 Madison Avenue
New York 22, N.Y.

Dear Ed:

My heartiest congratulations on yesterday's "See It Now" -- it was wonderful. We are very happy that it is possible for us to carry this outstanding show.

Sincerely,

Glenn

Glenn Marshall, Jr.

GMJr:rl

Miller, R Duke

S/N

YOUTH FOR EISENHOWER
303 LEXINGTON AVENUE
NEW YORK 16, N. Y.

December 14, 1951

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York 22, N. Y.

Dear Mr. Murrow:

We here at Youth For Eisenhower want to extend to you our sincere thanks for the splendid cooperation you gave us in bringing our efforts in behalf of Dwight D. Eisenhower before your television audience. It was a great show and did us no end of good.

Please be kind enough to pass these sentiments along to Fred Friendly, Hank Hanson, Ed Scott and their co-workers who who dug in so hard on all the spade work.

Again, thanks to you all.

Sincerely yours,

R Duke Miller

R. Duke Miller
Chairman, Publicity
and Promotion

Nopper, Carl

SIN

December 18, 1951

Dear Carl Nopper:

I'd like to say my best thanks for the first-rate job your boys did for our SEE IT NOW program December 9. Brother Wernhha's jaw still hangs agape when he mentions the stellar performance they put on at the coal bin.

I hope you will give us a shout whenever you have a story you think we could use.

Sincerely yours,

Mr. Carl Nopper
Radio Station WMAR-TV
Baltimore, Maryland

Ommerle, Harry

Mr. Harry Ommerle

Mr. Edward R. Murrow

December 19, 1951

This is literally the first opportunity to say my thanks for your generous and gracious comment concerning "See It Now". I have taken the liberty of showing your communication to my colleagues and they join with me in expressing thanks for your encouragement.

WESTERN UNION

W. P. MARSHALL, PRESIDENT

1201

SYMBOLS
DL=Day Letter
NL=Night Letter
LT=Int'l Letter Telegram
VLT=Int'l Victory Ltr.

...CE
...a full-rate ...a or Cable... unless its de...red character is indicated by a suitable symbol above or preceding the address.

(54)

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

NA548 PD=WUX NEWYORK NY 16 535P=

1951 NOV 16 PM 5 57

=EDWARD R MURROW=

DELIVER 17TH NOVEMBER 580 PARK AVE=

KNOW THAT "SEE IT NOW" WILL BE SOURCE OF REAL PRIDE FOR ALL OF US FOR A LONG TIME TO COME=

HARRY OMMERLE=

— 14 floor —

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Perles, Arthur

Mr. Arthur Perles

Mr. Edward R. Murrow

December 19, 1951

This is literally the first opportunity to say my thanks for your generous and gracious comment concerning "See It Now". I have taken the liberty of showing your communication to my colleagues and they join with me in expressing thanks for your encouragement.

Columbia Broadcasting System, Inc.

F 549-7/50

OFFICE COMMUNICATION

To Ed Murrow

From Arthur Perles

Station

Re: See It Now

November 19, 1951

By now you are probably fed up with Monday quarterbacking. But, since you have asked for my opinion, here it is:

Congratulations. You are the first to achieve the zenith of a genuine personalized news show on tv. Others have tried and failed though their own inadequacies have been cloaked in gimmicks and techniques.

On SEE IT NOW, what I heard of your interstitial commentaries (damn it — a traffic jam made me lose the first seven minutes) was for the first time as important as what I saw. In other words, the commentator made a definite contribution. And here is a for-instance:

That whole Fox Company documentary piece paid off with your closing remark to the audience about blood-giving: "Can you spare a pint?" There was bite and sting the way you said it; the camera caught a look on your face that must have made civilians ashamed of their comfortable unconcern. And, brother, that's good.

The editing job in this sequence was tight, encapsulating the GIS' grim businesslike grind, hardship and pluck. It was the first Korea picture report that actually brought the war home to us. A few times the roving camera seemed to segue jerkily from scene to scene but even that contributed to dramatic tautness.

There is a downright sincerity in your presentation which, combined with that diplomat's Homburg air, convinces poet and peasant alike.

Stick to it, Ed, and don't let the experts alter your style or confuse you. Perfectionists fuss with details, generally miss the big point. The news must remain inviolate. You just can't ham it like Swayze, orate it like HVK or recite it like a dozen others do.

SEE IT NOW will continue a great tv show if it and you keep measuring up to what I saw and heard yesterday.

AP

Pinkley, Virgil

December 18, 1951

Dear Virgil:

This is literally the first opportunity to say my thanks for your generous and gracious comment concerning "See It Now". I have taken the liberty of showing your communication to my colleagues and they join with me in expressing thanks for your encouragement.

Sincerely yours,

Mr. Virgil Pinkley
The Mirror
145 S. Spring Street
Los Angeles 53, Calif.

12/18/51

THE MIRROR

145 S. SPRING ST., LOS ANGELES 53 · MADISON 2311

VIRGIL PINKLEY
EDITOR AND PUBLISHER

December 4, 1951

Dear Ed:

Congratulations on your "See It Now" must be stacked nearly as high as Mt. Wilson on which the KNXT transmitters are located.

Quite frankly, Ed, it is so far superior to anything else being produced that comparisons are unfair.

Personally I like your sincerity and frankness and the way in which you do not pose as a "television expert" or pretend that you know all the answers to all the problems.

I have seen and heard your first and third shows and unfortunately missed the second one.

I have heard numerous people make reference to your comment on Sunday's program about the news policy of Columbia and your interpretation of the fancy words and terms employed by lawyers to mean that "We shouldn't get too big for our britches."

Congratulations, Ed, and good luck.

Cordially,

Virgil

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, New York

VP:pr

Republic Aviation Corp
S/W

REPUBLIC AVIATION CORPORATION

FARMINGDALE, LONG ISLAND, NEW YORK

Telephone Farmingdale 2-1100

OFFICE OF THE PRESIDENT

Friendly Boomerang Scott.

December 11, 1951

Mr. Edward R. Murrow
CBS Television
485 Madison Avenue
New York 22, New York

Dear Mr. Murrow:

Realizing how hectic your schedule must be, the receipt of your very kind letter of December 4th was doubly appreciated.

Please be assured that your thanks and appreciation have been conveyed to Mr. Lou Davis and to the Flight Operations, Final Assembly, and Facilities Department personnel of our company.

We can appreciate the difficulties involved in producing a television show, and, therefore, feel pleased that members of our company were able to be of some assistance to you.

Indeed, I did see the show on December 2nd and found it interesting as well as entertaining. Your reputation for broadcasting events and facts in an interesting and informative manner was again upheld on this occasion.

Sincerely,

Mundy I. Peale

Mundy I. Peale

MIP:vh

310

December 4, 1951

Dear Mr. Peale:

The courtesies and cooperation shown to our technicians and reporters last Sunday during our live television pick-up contributed much to the success of the show. In particular, I wish to convey my thanks to the personnel at the Flight Operations, Final Assembly and Facilities Departments, and without the expert hand of Mr. Lou Davis, we certainly would not have been able to do the job as well as we like to think we did. I hope you saw the show and enjoyed it as much as we enjoyed putting it on.

Sincerely,

Edward R. Murrow

Mr. Mundy I. Peale, President
Republic Aviation Corporation,
Farmingdale, Long Island, N.Y.

Rosenberg, Meta

December 27, 1951

Dear Meta Rosenberg:

This is literally the first opportunity to say my thanks for your generous and gracious comment concerning "See It Now". I have taken the liberty of showing your communication to my colleagues and they join with me in expressing thanks for your encouragement.

Sincerely yours,

Miss Meta Rosenberg
128 South Bedford Dr.
Beverly Hills, Calif.

(10)

MR

Sunday, Nov. 25, 1951

Dear Ed Murrow:

I watched "See It Now" today for the second time and I was so impressed that I felt you might be interested to know how a member of your audience reacted to it.

It seems to me that your's is the only news program, and one of the few shows of any type, that really uses television and uses it creatively. You take advantage of television's immediacy just as you always took advantage of radio's immediacy; except that now you are doing it in a more difficult medium. I think it's a superb job. That brilliant juxtaposition of Truman and MacArthur today, speaking about their families; the wonderful comment on Taft's campaign in your simple, revealing use of Mr. Taft himself (not at the end so much as in the filmed stuff); and the great shot of the Texas singers behind Taft at a banquet becomes real Americana.

There is a lot of grace and intelligence in the way you handle the show and your format seems particularly apt. Fortunately for those who have always followed you on the air, seeing you amply corresponds to hearing you and I'm sure you know what a tribute that is.

I feel television is the greatest political medium because whatever a man is that is what shows. I've seen McCarthy, Bertrand Russell, Acheson, and a lot of people I never heard of before and they all came across with impact of one sort or another because suddenly the values were plain to see, clearer than any newspaper could make them in a straight news account, or any radio broadcast. The dramatic shows cannot begin to compare in drama to this.

You may remember me. I was once married to Irving Reis, and many years ago the four of us spent an evening together and wound up in a police station backing a taxidriver in his effort to see justice done. Irving may not have told you but we related the incident to Irwin Shaw one night and it subsequently appeared as a story by him in the New Yorker.

Good luck to you.

Sincerely,

Meta Rosenberg

128 So. Bedford Dr.
Beverly Hills, Calif.

Roth, Gordon

December 27, 1951

Dear Gordon:

This is literally the first opportunity to say my thanks for your generous and gracious comment concerning "See It Now". I have taken the liberty of showing your communication and the Newton column to my colleagues and they join with me in expressing thanks for your encouragement.

Sincerely yours,

Mr. Gordon Roth
Station KCBS
Palace Hotel
San Francisco 5, Calif.

DAY and NIGHT
O and TELEVISION
GHT NEWTON
San Francisco Examiner
Tuesday, Dec. 4, 1951

TELESCREEN: A new and wonderful adventure has been added to our televiewing.

Or have you seen "See It Now" (KPIX, Sundays, 12.30 p. m.)?

Edward R. Murrow

It is a TV counterpart of "Hear It Now," one of the finest of all radio reporting shows.

The key men are the same. Ed Murrow is the calm and convincing nar- Fred Friendly who formerly produced NBC's splendid "Voices and Events" program.

When Friendly moved to CBS about a year ago he and Murrow created "Hear It Now," a recorded roundup of the week's most noted newsmakers.

In the visual medium they use the same technique. They do not necessarily seek spot coverage of hot news, Rather, they bring to the camera the people, events and places that frame the course of history.

On their first program they linked San Francisco with New York via microwave. On the second they televised Cincinnati, Senator Taft's home town.

Last Sunday, from his home base, "Studio 41" in New York, Murrow switched the microwave connection to a tank factory in Detroit and to a fighter bomber assembly line on Long Island so that we could "see it now" as the tanks and planes were being made.

Came filmed telephoned interviews with Vice President Alben Barkley in Tokio, General Omar Bradley in Rome, John Foster Dulles in Washington, and a filmed trip to Hawaii where Announcer Webley Edwards visited the wreck of the USS Arizona ten years after Pearl Harbor Day.

Most effective, though, was the longer episode in which CBS cameras followed a pint of blood from the arm of a donor across the Pacific to Korea where we saw it used in an operation to help save the life of a wounded marine.

Using films, and the microwave whenever possible, Murrow and Friendly treat their subjects with reverent respect. They are not bombastic shouters of headlines. They are qualified veterans of important reporting.

In three weeks they have
ached and surpa
we have see
ams.

(8)

KCBS
COLUMBIA BROADCASTING SYSTEM, INC.
OF CALIFORNIA
PALACE HOTEL, SAN FRANCISCO 5, CALIF.
YUKON 2-7000

Tuesday, Dec. 4, 1951

Dear Ed:

Here's a clipping from today's S.F.Examiner, and I'd like to add my comment.

I was just telling George Herman this morning how smooth the Barkley interview went, and the rest of the show was likewise, "Strictly Top Drawer".

As viewed from the West Coast, it appears you've found the answer to presenting news on TV.

Best regards, and Good Luck,

Gordon

Gordon Roth
KCBS News

Ruppel, Louis
Korea

Collier's

640 FIFTH AVENUE • NEW YORK 19, NEW YORK

OFFICE OF THE EDITOR

November 19, 1951

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Ed:

I'm sure glad I'm a blood-donor because I didn't like the way you looked at me on Sunday!

A great show, really, and I wish you well with it.

That little fellow you once offered to send through college--in case you didn't hear--got himself slightly wounded last month but not enough to leave the Battalion area. He has been on the line in Korea for four and a half weeks, but in his last letter said he was hoping to be relieved, if only to get a bath. I hear from senior officers that the 2nd Lt. has performed to his credit ever since he took command of a rifle platoon in Korea last July.

Best regards.

Sincerely,

Louis

Louis Ruppel

LR/al

Sandek, Robert

December 18, 1951

Dear Bob:

This is literally the first opportunity to say my thanks for your generous and gracious comment concerning "See It Now". I have taken the liberty of showing your communication to my colleagues and they join with me in expressing thanks for your encouragement.

Sincerely yours,

Mr. Robert Sandek
The Ford Foundation
655 Madison Avenue
New York 21, N. Y.

CABLE ADDRESS: FORDFOUND

12/18/51

THE FORD FOUNDATION
655 MADISON AVENUE
NEW YORK 21, N. Y.

November 28, 1951

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Ed:

I just want you to know that I watched last Sunday's "See It Now" and feel it is the very best series ever produced by American television. Its form is excellent and its substance enormously interesting. I liked the way you had Taft at the beginning as a teaser, and the wonderful old sea-dog who recited "Old Ironsides" behind the announcer's description. The closeup of Taft's receiving line was remarkable; and the juxtaposition of MacArthur's sainted mother with Truman's red-headed grandmother was superb.

Now I've run out of adjectives, but it is certain that you have really opened the windows and given television fresh air to thrive on.

All the best.

Sincerely,

Bob

Robert Saudek

Schechter, A.A

December 19, 1951

Dear Abe:

This is literally the first opportunity to say my thanks for your generous and gracious comment concerning "See It Now." I have taken the liberty of showing your communication to my colleagues and they join with me in expressing thanks for your encouragement.

Sincerely yours,

Mr. A. A. Schechter
The Crowell-Collier Publishing Co.
640 Fifth Avenue
New York 19, N. Y.

THE CROWELL-COLLIER PUBLISHING COMPANY
640 FIFTH AVENUE • NEW YORK 19, N. Y.
PLAZA 9-1000

WOMAN'S HOME COMPANION
THE AMERICAN MAGAZINE
COLLIER'S, THE NATIONAL WEEKLY

A. A. SCHECHTER
VICE PRESIDENT

November 19, 1951

Dear Ed:

Caught your opening TV show yesterday and it was great.

Congratulations!

Sincerely,

Abe

Abe

Mr. Edward R. Murrow
CBS-TV
485 Madison Avenue
New York 22, New York

AAS.mb

Schulke, Jim

December 18, 1951

Dear Mr. Schulke:

This is literally the first opportunity to say my thanks for your generous and gracious comment concerning "See It Now". I have taken the liberty of showing your communication to my colleagues and they join with me in expressing thanks for your encouragement.

Sincerely yours,

Mr. Jim Schulke
Young & Rubicam, Inc.
285 Madison Avenue
New York 17, N. Y.

12/18/51

YOUNG & RUBICAM, INC.

Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD · MONTREAL · TORONTO · MEXICO CITY · LONDON

NEW YORK 17 · 285 Madison Avenue

December 3, 1951

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, N. Y.

Dear Mr. Murrow:

"See It Now" is the finest program of its type that it has ever been my pleasure to hear or see.

I would like to add my congratulations to the thousands that you have undoubtedly already received.

Sincerely,

Jim Schulke

cc: George Klayer

Jim Schulke

Sioussat, Helen

Miss Helen Sioussat

Mr. Edward R. Murrow

December 21, 1951

This is literally the first opportunity to say my thanks for your generous and gracious comment concerning "See It Now". I have taken the liberty of showing your communication to my colleagues and they join with me in expressing thanks for your encouragement.

Speer, Charles

December 18, 1951

Dear Charlie:

This is literally the first opportunity to say my thanks for your generous and gracious comment concerning "See It Now". I have taken the liberty of showing your communication to my colleagues and they join with me in expressing thanks for your encouragement.

Sincerely yours,

Mr. Charles Speer
National Broadcasting Company, Inc.
RCA Building, Radio City
New York 20, N. Y.

12/17/51

NATIONAL BROADCASTING COMPANY, INC.

A SERVICE OF RADIO CORPORATION OF AMERICA

RCA Building, Radio City, New York 20, N.Y.

CIRCLE 7-8300

November 23, 1951.

Dear Ed,

I could hate Crosby, Gould, Van Horne, et al for all the nice things they said about you and the new program, See It Now. It doesn't leave anything else to be said except to echo it sincerely and double and redouble all the thoughtful, competent critical acclaim, which I herewith heartily do.

The important thing is that you've done something very powerful industry-wise. You've set up a shining target and a glowing example of a much needed perfection in this young and flourishing communications form. For that, congratulations, and thanks for a challenge that can but reflect in constantly increasing quality in the medium.

And the best to you in the future!

Charles Speer - Speer

P.S. Please pass these thoughts along to your gifted and capable associates, as the program was shot thru with evidence of a masterful team performance.

c.s.

Thomas Lowell

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

W. P. MARSHALL, PRESIDENT

1201

(07)

SYMBOLS

DL=Day Letter

NL=Night Letter

LT=Int'l Letter Telegram

VLT=Int'l Victoty Ltr.

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

NA529 PD=TDPK PAWLING NY 18 834A=

=MR AND MRS EDWARD R MURROW=

580 PARK AVE=

1951 NOV 18 PM 9 09

FRAN AND I THOUGHT YOUR SHOW SUPER. WIRING YOU BOTH ASSUMING JANET DID MOST OF THE WORK. IF YOU CAN KEEP UP THAT PACE YOU CAN ABANDON RADIO AND DEVOTE MUCH MORE TIME TO GOLF, CASEY, AND TRACTOR=

:LOWELL.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Weener, Sumner

December 14, 1951

Dear Mr. Weener:

This is literally the first opportunity to say my thanks for your generous and gracious comment concerning "See It Now". I have taken the liberty of showing your communication to my colleagues and they join with me in expressing thanks for your encouragement.

Sincerely yours,

Mr. Sumner Weener
National Broadcasting Company, Inc.
RCA Building, Radio City
New York 20, N. Y.

12/12/57

NATIONAL BROADCASTING COMPANY, INC.

A SERVICE OF RADIO CORPORATION OF AMERICA

RCA Building, Radio City, New York 20, N.Y.

CIRCLE 7-8300

Formal letter on S.I.N.

Tuesday
Dec 4

Mr. Edward R Murrow
c/o Columbia Broadcasting
485 Madison Ave
New York

Dear Mr. Murrow:

I can well imagine that your schedule now is such that you constantly meet yourself coming round corners. I've tried to get in touch with you by phone a few times -- but you've always been busy.

Congratulations on "See It Now." I think its a great step forward in presenting news on TV, and I imagine you're really pressed trying to keep up the quality of the show.

Hope all is well -- and maybe sometime I'll be able to catch you in a moment when you can relax.

Sincerely

Sumner Weener

Sumner Weener

420 W 24 St
NYC 11
Apt 11-D

Wicks, Charles

December 18, 1951

Dear Charlie:

This is literally the first opportunity to say my thanks for your generous and gracious comment concerning "Was It Here". I have taken the liberty of showing your communication to my colleagues and they join with me in expressing thanks for your encouragement.

Sincerely yours,

Mr. Charles Wick
342 Madison Avenue
New York 17, N. Y.

12/18/51

CHARLES WICK
AND ASSOCIATES
342 MADISON AVENUE
NEW YORK 17, N.Y.
MURRAY HILL 7-1746

November 26, 1951

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, N. Y.

Dear Ed:

Just a note to tell you how thrilled I was, watching the premiere performance of your new television show. It was exciting and everybody whom I know got a great thrill out of it.

I know that you won't miss in this medium either and I do wish you the best of all good luck.

Kindest regards.

Sincerely,

Charlie,

Charles Wick

CW:hp

Winchell, Walter

December 19, 1951

Dear Walter:

In a world where chuckles are few enough, Tex McCrary's letter to you gave me one. It has been filed in the place where you indicated. Maybe it all goes to prove that it isn't wise to write letters but I can't end this one without saying my thanks for the generous and gracious things you have said about our new venture in television.

When are we going to meet.

As ever yours,

Mr. Walter Winchell
Daily Mirror
235 E. 45th Street
New York, New York

WNBC · WNBC-FM · WNBT

NATIONAL BROADCASTING COMPANY, INC.

A SERVICE OF RADIO CORPORATION OF AMERICA

RCA Building, Radio City, New York 20, N.Y.

CIRCLE 7-8300

November 30, 1951

Rose To Ed MURROW for his basketball

Mr. Walter Winchell
Daily Mirror
235 E. 45th Street
New York City

Dear Walter:

I read with great interest your item of praise for Ed Murrow's TV program the other day, and your needle for NBC's local TV programs.

Because I know you are careful to give proper credit to people who do things first, let me say that we had already done everything Ed Murrow did, on our own local program. He looked at two oceans at the same time on TV -- we jumped over two oceans by shortwave and radio photo, first when Jinx went to London to cover the opening of Mary Martin in South Pacific, putting Mary and Dick Rodgers and Oscar Hammerstein on right after their curtain went down, to talk shortwave to the cast of the New York company of South Pacific, on camera, while RCA radio photo flashed stills of the opening onto our TV cameras.

Once a week, we get a picture report from our own Air Force reporter, now in Europe, soon in Asia.

And on Thanksgiving day, we worked the two ocean trick -- a GI in Berlin kissed his wife by shortwave, on camera here in New York.

Cameras caught the overwhelming emotions of a girl here on our stage talking to her husband in a hospital in Tokyo, as he told her..."Honey, I'm flying home tomorrow morning..."

A little girl in New York beamed as her brother in Rome told her he would send her a rosary blessed by the Pope for Christmas...but that she was much too young to ask him if he had met any nice girls in Rome.

And thousands of New Yorkers wept along with the family of a GI in Paris, who is mess sergeant to Eisenhower, because he got lost and couldn't get to the studio in time to keep his date with his mother on our TV show.

These are things that did use the magic of television, teamed with the infinitely greater magic of human imagination -- and it was on a local show that it happened.

And as for the future, beginning January 1, our half-hour show five nights a week will become a full-fledged news program, in name as well as content.

Beginning also in December, we will start a weekly TV news program for the whole country on film through Telenews, which now serves most TV stations with daily film coverage of the world. It will be the same thing I started and had to stop when I went into the Air Force, working with the same company, but for TV now instead of newsreels.

And in the new year, Jinx and I start putting our column, "Closeup" on film too, By Spring, we'll be doing a children's newsreel for TV together.

News is my business, as I think you know. I learned it in the same school from which you graduated cum laude. And I heartily and angrily agree with you about the lack of news on TV, networks more than local. They have left room for nothing but vaudeville in the most serious times in our history. To so cripple the most powerful medium since the invention of the printing press, in sheer "vidiocy" and the people responsible are "viodiots".

Thank you for using a square needle on them. And please, hurry up and get into the business yourself.

Sincerely,

Tex

Tex McCrary

TM:jg

Edward R. Murrow

Arthur Hull Hayes

12/5/51

See the loving care you are getting out here.

Best regards.

eg

and NIGHT

RADIO and TELEVISION

DWIGHT NEWTON

TELESCREEN: A new and wonderful adventure has been added to our televiewing.

Or have you seen "See It Now" (KPIX, Sundays, 12.30 p. m.)?

Edward R. Murrow

It is a TV counterpart of "Hear It Now," one of the finest of all radio reporting shows.

The key men are the same. Ed Murrow is the calm and convincing narrator. His producer is Fred Friendly who formerly produced NBC's splendid "Voices and Events" program.

When Friendly moved to CBS about a year ago he and Murrow created "Hear It Now," a recorded roundup of the week's most noted newsmakers.

In the visual medium they use the same technique. They do not necessarily seek spot coverage of hot news, Rather, they bring to the camera the people, events and places that frame the course of history.

On their first program they linked San Francisco with New York via microwave. On the second they televised Cincinnati, Senator Taft's home town.

Last Sunday, from his home base, "Studio 41" in New York, Murrow switched the microwave connection to a tank factory in Detroit and to a fighter bomber assembly line on Long Island so that we could "see it now" as the tanks and planes were being made.

Came filmed telephoned interviews with Vice President Alben Barkley in Tokio, General Omar Bradley in Rome, John Foster Dulles in Washington, and a filmed trip to Hawaii where Announcer Webley Edwards visited the wreck of the USS Arizona ten years after Pearl Harbor Day.

Most effective, though, was the longer episode in which CBS cameras followed a pint of blood from the arm of a donor across the Pacific to Korea where we saw it used in an operation to help save the life of a wounded marine.

Using films, and the microwave whenever possible, Murrow and Friendly treat their subjects with reverent respect. They are not bombastic shouters of headlines. They are qualified veterans of important reporting.

In three weeks they have easily reached and surpassed anything else we have seen in TV news programs.

But to fully appreciate it now, you must "See It Now."

Television NEWS FROM CBS

MR. ED MURROW

SP

October 29, 1951

PLs SAVE-
DM.

"SEE IT NOW," MURROW-FRIENDLY NEWS SERIES,
MAKES DEBUT OVER CBS TELEVISION NOV. 18

Aluminum Co. of America To Sponsor Program
Beginning With Broadcast of December 2

"See It Now," produced by Edward R. Murrow and Fred W. Friendly, the ultimate sight-and-sound development of an idea and collaboration that began with the widely-acclaimed "I Can Hear It Now" albums for Columbia Records, makes its debut as a weekly news program over the CBS Television Network, Sunday, Nov. 18 (CBS-TV, 3:30-4:00 PM, EST).

Two weeks later, on Sunday, Dec. 2, the Aluminum Company of America begins sponsorship of the program.

"See It Now," television successor to CBS Radio's "Hear It Now," which won a George Foster Peabody citation last season, projects into the medium of sight and sound the Murrow-Friendly technique of presenting the news through the people who make the news. Persons and

(More)

events on the front pages during the week will be seen and heard on "See It Now." The program will be in effect the news magazine of television.

With Murrow as on-camera editor, the news will be presented through live pickups of events, and with motion pictures specially filmed for "See It Now." The news will include personal interviews, overseas reports, biographical features, human-interest stories, documentary features and late news breaks.

The program will be backed by the news-gathering facilities of CBS Television News. There will be reports from the top news agencies; films from CBS Television News correspondents abroad, all of whom are equipped with movie cameras; clips from CBS-TV's own local and free-lance camera crews, and from newsreel companies covering the world. Still pictures will be available from the wires of a specially leased International News Photo circuit and from the CBS Television Network's huge files. Graphic illustrations - animated charts, maps, diagrams, special effects - will be provided by CBS-TV's own staff of news artists.

In addition, "See It Now" will have the exclusive use of four mobile camera crews, each consisting of a reporter, cameraman and soundman. One is in Korea, another in Washington, a third accompanied Murrow to Europe in his coverage of the British elections, and the fourth, at this writing, is on roving assignment in West Virginia.

(More)

Edward R. Murrow, who narrates "See It Now," has been radio's outstanding reporter on the international scene since the Nazis marched into Austria in 1938. His program, "Edward R. Murrow and the News," is heard five times weekly over CBS Radio (Mon. thru Fri., 7:45-8:00 PM, EST). He has won two George Foster Peabody Awards, three National Headliners Club Annual Awards and three Overseas Press Club Awards.

Fred W. Friendly, collaborating producer with Murrow on the three Columbia Records albums of "I Can Hear It Now" and the CBS Radio "Hear It Now" program, is a veteran radio producer and writer who, among other notable achievements, wrote and produced the famous documentary on atomic energy, "The Quick and the Dead."

Agency for the sponsor is Fuller & Smith & Ross, Inc.

* * *

"SEE IT NOW"

Compiled by Robert L. Bendick

SEE IT NOW

A HALF-HOUR OR AN HOUR TV PROGRAM THAT WILL BRING TOGETHER IN COHESIVE FORM FOR EYE AND EAR THE EVENTS THAT PEOPLE ARE TALKING ABOUT, LAUGHING AT, PRAYING FOR, FEARING, WHISTLING AT, WISHING FOR, AND POSSIBLY NEVER EVEN THOUGHT OF.

IN ADDITION, SEE IT NOW WILL EVALUATE, PUT IN PERSPECTIVE, ESTABLISH A POINT OF REFERENCE FOR THE 1000 STORIES THAT MAKE UP A WEEK OF LIVING.

SEE - If it can be filmed, we will film it or we will get the guy who saw it, or film the fellow 10,000 miles away who was in the middle of the thing we couldn't film in the first place.

We'll show you a map of it or an animated visualization of it. Maybe we will be able to bring it into our studio; if not this studio, our studio in Washington, Boston, Chicago or any place else the coaxial cable goes. Perhaps something about it was filmed some time ago. If so, we'll find the film and show it to you, and we'll fill you in on every detail. But you will See It Now.

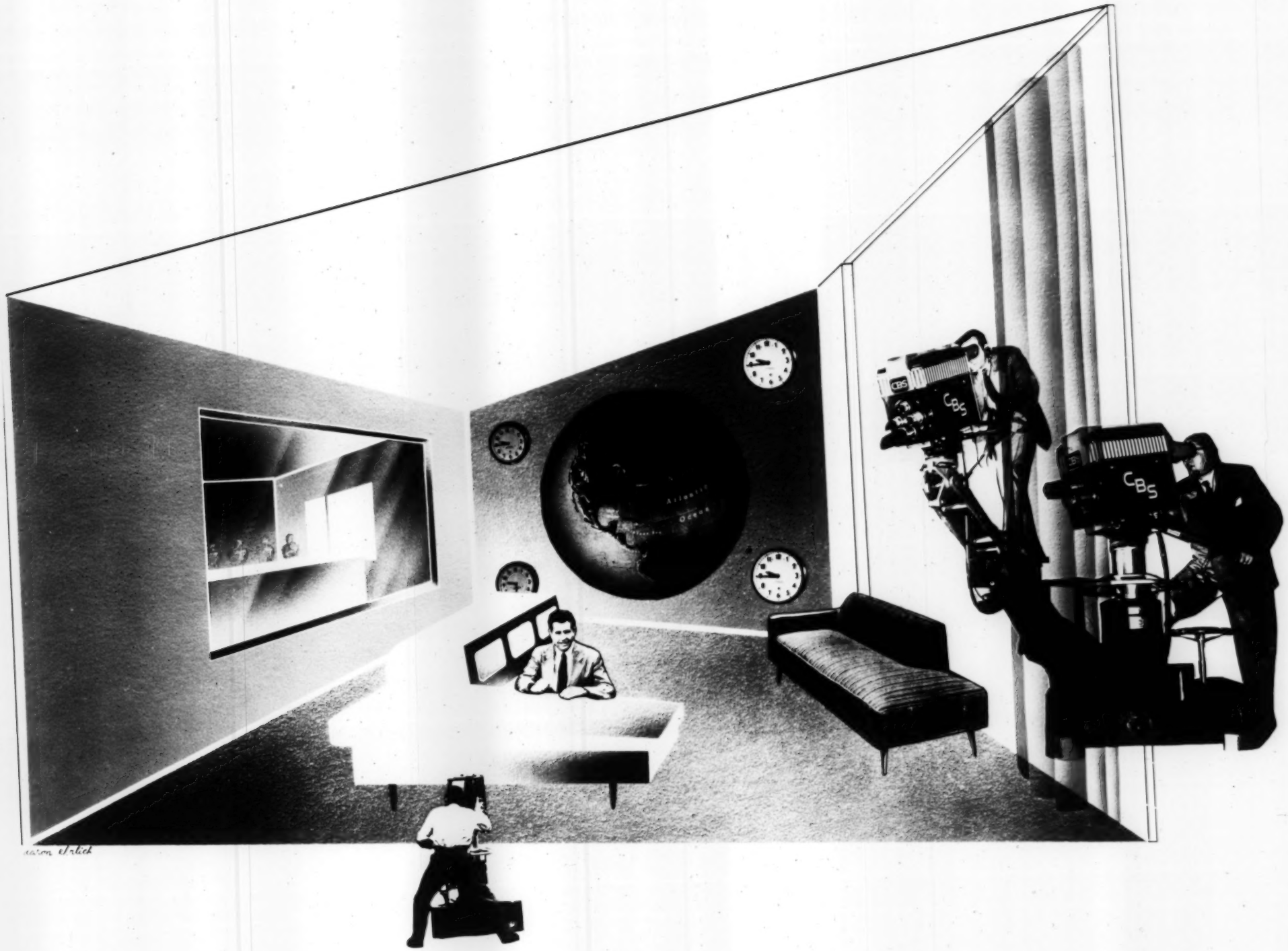
IT - Might be a man or a fad, an atom or a statement, an idea or a Paris gown, statesmen in council, airplane crash, war in Korea, a hearing in session, guys in sports or gals in shorts, monkeys, parades, fires, furs - how the great man said it when he said it, or what the bad man did when he did it. Whatever it is, you will See It Now.

NOW - Sunday evening at 6:00 will be Now.

Cameramen around the world have sent in their film.
The correspondents have collected their thoughts, reappraised their analysis and rehearsed their commentary.
Editors and cutters have done their job well.
The writers have submitted their scripts.
The artists and animators have finished their last map and chart.
The interviews, features and live pickups are ready to go.
The producers are exhausted, their fingers are crossed.
The director throws the cue and You

SEE IT NOW

THE SET


CBS
CBS
CBS

SUMMARY OF COSTS PER WEEK

1.	Personnel Salaries	$5230
2.	Equipment - $21,166 amortized over 13 weeks	1628
3.	T.V. Facilities—Studio, Remotes & Sets	6480
4.	Additional Film Sources	4000
5.	Rawstock and Processing	1028
6.	Operating Costs	1725
	TOTAL	$20091

PERSONNEL

Producers - 2	@ $400	$800

1) Decide story line
2) Make assignments
3) Arrange for getting film from other than assignment sources
4) Write or supervise writing
5) Coordinate budget
6) Decide on pickup points

Director - 1		150

1) To direct air show
2) Handle all matters of sets and production of air show
3) Work with producers on integration of various elements into air show
4) Arrange production and facilities of remote pickups
5) Direct and supervise animation filming and local shooting

Commentator - 1		1500
Correspondents - 3 per program	@ 150	450
Assistant Director - 1		-

For air show rehearsal and air show only

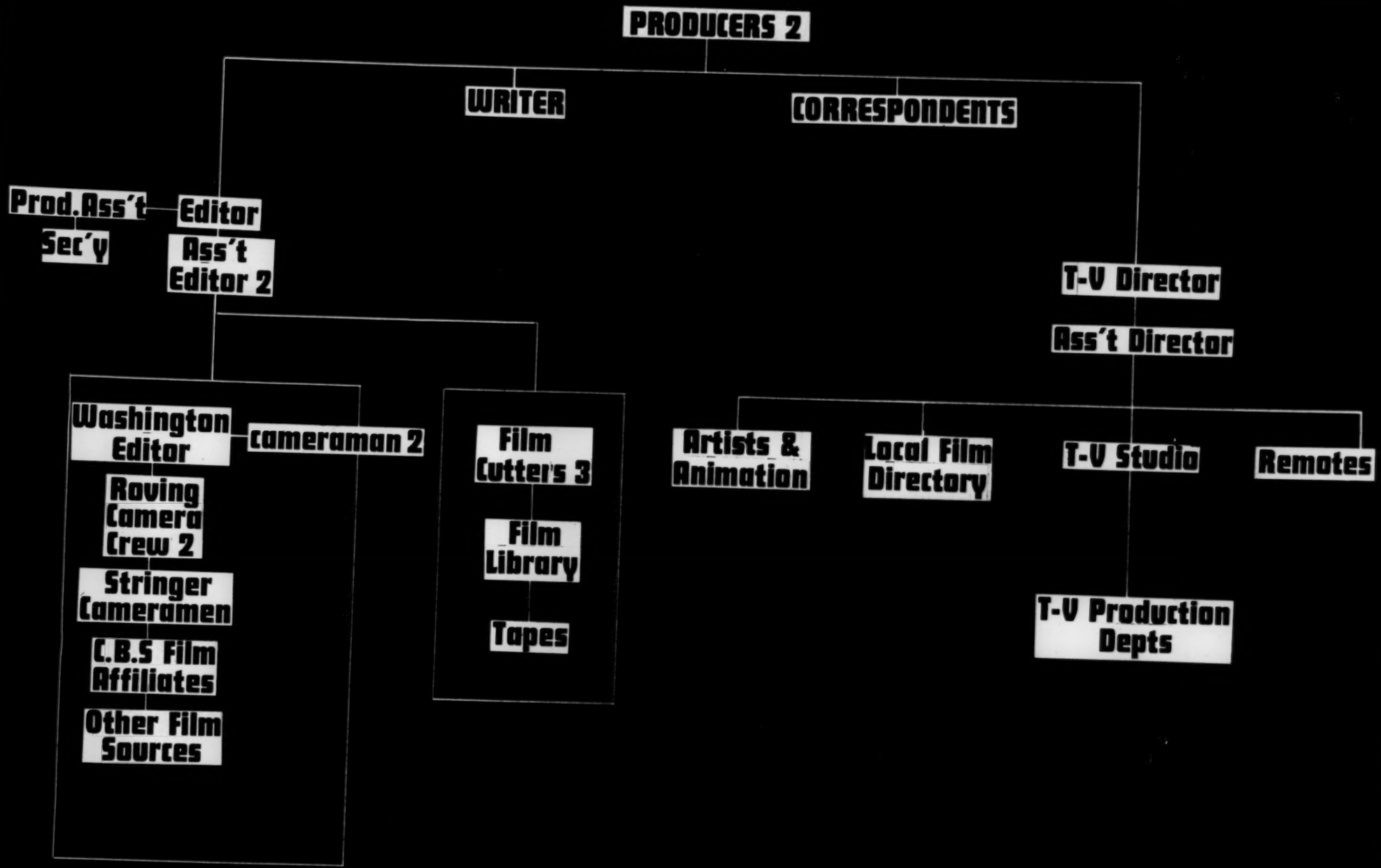
$2900

Personnel - 2

		$2900
Editor - 1	$225	
1) To supervise editing of film 2) Screen material 3) Rerecord tape and track 4) Edit tape 5) Coordinate details on film processings		
Assistant Editors - 2 @ $150	300	
1) Supervise editing of film 2) Screen material 3) Edit tape		
Production Assistant - 1	65	
1) Handle details of shipping, processing film 2) Details of air show 3) Gather still pictures and other visual material		
Film Librarian - 1	60	
1) Catalogue film and tape		
Cutter - Cameramen - 3 @ $100	300	
1) Cut film 2) Shoot animations 3) Shoot local stories 4) Rerecord track to tape		
Artists - 2 @ $125	250	
1) Do graphic visuals 2) Balops and animations		
		930
		$3830

Personnel - 3

		$3830
Writer - 1	$450	
1) Write script		
Secretary - 1	50	
1) Handle paper work and calls		
Washington Crew		
Editor - 1	150	
1) Contact for stories 2) Handle arrangements 3) Direct shooting		
Cameraman - 1	150	
1) Shoot stories		
Assistant cameraman - 1	100	
1) Assist cameraman 2) Handle sound 3) Keep shot list		
Roving Crew		
Cameraman - 2 @ $250	500	
1) Shoot film 2) Arrange for shooting 3) Keep shot list		
	—	1400
		$5230


PRODUCERS 2
WRITER
CORRESPONDENTS
Prod.Ass't
Sec'y
Editor
Ass't Editor 2
T-V Director
Ass't Director
Washington Editor
cameraman 2
Roving Camera Crew 2
Stringer Cameramen
C.B.S Film Affiliates
Other Film Sources
Film Cutter's 3
Film Library
Tapes
Artists & Animation
Local Film Directory
T-V Studio
Remotes
T-V Production Depts

T. V. FACILITIES

1. TV Live Studio		
Telecine (16 x 35, telop)	$275	
Air ½ hour		
Rehearsal Telecine 4 hrs. @ $150 per hr.	600	
Fac. 4 hrs. @ $275 per hr.	1100	
		$1975
Sets $5000 amortized over 13 weeks	385	
Props	300	
Stagehands	250	
Lighting	50	
Makeup	20	
Special Monitor and miscellaneous	100	
		1105
2. Outside Orginations - 2 Per Broadcast		
Production costs @ $500	1000	
Local loops @ $400	800	
Cable (average) @ $600	1200	
2 Directors @ $100	200	
Talent @ $100	200	
		3400
		$6480

OUTSIDE SOURCE FILM COSTS

Prorating of Telenews Footage	
Telenews Sound Coverage Overseas	$500
2 Per Program	900
Print Cost on Duplicate Telenews Material	200
Stringer Film (silent)	
5 Stories per week @ $100 per story	500
Stories from Affiliates - 4 Per Program	
2 Sound @ $250 per program each	500
2 Silent @ $150 each	300
Print Cost on Government and Agency Film	500
Purchase & Print on Library Film	600
	$4000

RAWSTOCK AND PROCESSING

New York	
Animation and titles - 1000 feet Location stories	$ 44
Washington	
Interviews, hearings - 6000 feet	264
Roving	
Silent & Sound - 5000 feet	220
Overtime for Laboratory	200
Final Composite Print - Pic & Sound	150
Optical Printing Effects	150
	$1028

OPERATING COSTS

1.	Roving Crew	
	Travel @ $25 per day	$350
	Mileage @ .10 per mile	100
	Gratuities, construction, expenses	100
2.	Washington Crew	
	Mileage	50
	Power, gratuities, construction	50
3.	Travel expense for reporter on assignment	125
4.	Telephone and Cables	200
5.	Art Supplies	100
6.	Tape Operation	300
7.	Overtime	200
8.	Sound Effects	100
9.	Music (recorded)	50
		$1725

SPACE REQUIREMENTS

1. Cutting Room - for 3 cutters
2. Projection Room - screening and conference
3. Office Space - working space for producers, editors, production assistant, secretary
4. Art Room - approximately 50 X 50
5. Film Library Room - to house film cabinets and librarian
6. Tape Room - normal studio facilities

Maximan Number of Potential Elements

Obtainable with Outlined Plan

1.	Commentator - live		
2.	Telenews regular service	- film -	5 Korea (silent) 2 European - 1 silent, 1 sound 3 National - 2 silent, 1 sound 2 Washington - 2 sound
3.	Telenews special service	- film -	2 European (sound)
4.	CBS Washington	- film -	7 statements (sound) 2 features (sound)
5.	CBS * Roving	- film -	2 features (sound) 2 statements (sound)
6.	Stringer	- film -	5 color (silent)
7.	CBS affiliates	- film -	2 statements (sound) 2 color (silent)
8.	CBS local	- film -	1 feature (sound) 2 color (silent)
9.	Government or Publicity	- film -	4 information (silent)
10.	Library	- film -	3 background stories
11.	Animation or map	- film -	4 explanation
12.	Outside origination	- live -	
13.	Visual objects	- live -	
14.	Guest	- live -	
15.	Kinescope	- film -	
16.	Tape reports with film visualization		
17.	Still pictures	- card or balop -	
18.	Political cartoons	- card or balop -	

2.
12:00 or
2:30

367

Mr. Sargent
1457
Insurance

~~[illegible]~~ leaving in March
Donald C. Bromley
744 Jackson Place
Wash. D.C.
March 19 ATO fraternity

Dwight Mallon World Bank
Washington

— 3 — Yugo — 4 — 5
— 3 — 6 — 7

Litostroj Mech Engl
~~Ljubljana~~ — 9 — 10
Ljubljana

Earl Spaeth [illegible]

J. Z. Galy

[illegible]

Paul Wrigler U.K. Delegation

Tues. 18 Lunch [illegible]

Mrs. W Mrs. M

Lost 2.50.

Miss Metcalf. Collection

Steve Barry American Cancer
Mackson April
speaks Charlotte

Ben McClure

To Wash Mon mrg. 10:30
retn 3:45
To N.Y. Tues. open
BOAC

London Times & Budget March 6?
Send to house for Mrs. G. Rice
Ex 3 38/5

City 7-1144
Richard

J. 12:00 or 2:30 367 Mr. Sergent 1457 Insurance

~~[illegible]~~ Donald C. Bromley leaving in March
744 Jackson Place
Wash. DC
March 19 ΔΤΟ fraternity

Dwight Mallon World Bank
Washington

" Yugo " " "
" " " " "

Litstroj Mech Engl

~~Ljubljana~~ " " "
Ljubljana

CBS NEWS
A Division of Columbia Broadcasting System, Inc.
524 West 57 Street
New York, New York 10019
(212) 765-4321

Dear Peter:

Here are the lists of SEE IT NOW, PERSON TO PERSON, SMALL WORLD, and CBS REPORTS.

Although the lists don't show it, Collingwood took over for Ed on PERSON TO PERSON in 1959 when Murrow was on Sabatical leave. Ed continued to do SMALL WORLD because he could originate it in Europe and Asia. His last film was "Harvest of Shame" even though two others were later in release.

Let's talk more when you get down here.

Good luck,

Palmer Williams
Senior Producer
60 MINUTES

Mr. Peter Shaplen
22 Fairmount Street
Medford, Mass. 02155

November 15, 1973

7 SIN

FROM THE COLUMBIA BROADCASTING SYSTEM

CBS STAFF - PROGRAM BUSINESS

1952

Aaron, John

S/N

Ap

SEPTEMBER 24, 1952

MR. FRANK SCOTT
ROOM 406
48 WEST 48th STREET
NEW YORK CITY, NEW YORK

THIS IS TO CONFIRM THE APPEARANCE OF MR. AND MRS. JOE BLACK ON ED MURROW'S SEE IT NOW TELEVISION SHOW, SUNDAY, SEPTEMBER 28, 6:30 - 7:00 P.M. FROM THEIR APARTMENT OR THE LOCKER ROOM AT EBBETS FIELD. THE FEE WILL BE ONE HUNDRED AND FIFTY DOLLARS.

BEST REGARDS

JOHN AARON

CHARGE TO: T150-43

(Taft, Sen. Robert)
Aaron
S/N

URGENT

SEPTEMBER 12, 1952

MRS. DARRAH WUNDER
C/O SEN. ROBERT A. TAFT
DRAKE ROAD
INDIAN HILL, CINN.

JUST TALKED TO SENATOR TAFT IN NEW YORK AND HE HAS AGREED TO DO A TELEVISION SPOT FROM HIS HOME IN CINCINNATI THIS SUNDAY 6:30 PM EDT FOR EDWARD R. MURROW. HAVE TRIED UNSUCCESSFULLY REACH YOU BY TELEPHONE BUT WANTED YOU TO KNOW OF THE SENATOR'S COMMITMENT AND THAT ED WESTON OF STATION WCPO, CINCINNATI WILL BE IN TOUCH WITH YOU REGARDING ARRANGEMENTS. I WILL BE OUT TOMORROW AFTERNOON AND AM LOOKING FORWARD TO SEEING YOU AGAIN. BEST REGARDS

JOHN AARON
CBS NY

T150-13

Copy.

Church -

8/10

OCTOBER 6, 1952

PRESS

HOTTELET
COLBROSYS
BO NN

MURROW SAYS OKAY MCCLURE BERLINWARD ALSO WILL ATTEMPT GET ACHESON ENDORSEMENT TRANSMITTED DIRECT TO KENNAN.

REGARDS,

CHURCH

T150-43

Church

SEPTEMBER 30, 1952

5110

Colbrosys, Tokyo

PIERPOINT MURROW SAYS COULDST CABLE LIST FILM SEEN BY MARINES ON ISLAND LAST COUPLE OF WEEKS STOP INFORMATIVELY HOLLYWOOD BEEFING YOUR REFERENCE FILMS STOP ALSO INFORMATIVELY FRIENDLY I DELIGHTED WHOLE PIECE.

REGARDS

CHURCH

T150-43

Church

S/B

Inform Ommerle of answer.

SEPTEMBER 11, 1952

COLBROKS,
PARIS

SCHUMBURG MENROW SAYS COULDST ARRANGE BRIEF SIN COVERAGE MARSHAL'S

MONUMENT SPEECH REGARDS

CHURCH

T250-43

(Friendly) Murrow

CBS RADIO

Office Communication

to: Fred Friendly

from: Ed Murrow

S/10

September 15, 1952

I am told Robert Byrne, young Yale graduate, beat the hell out of all comers in chess at the Olympics, including Russian champions, etc.. Might make us an interesting let-up piece for SEE IT NOW; maybe originating from New York Chess Club. Guy named Horowitz at the Chess Review has all the dope.

E.R.M.

693

(Robinson
Murrow)

CBS RADIO

Office Communication

to: Mr. Robinson

from: Mr. Murrow

3/N

July 4, 1952

I have checked with Friendly who tells me he has no knowledge of the source of the attached snafu, but he tells me further that Schider has a complete and exact schedule of SEE IT NOW costs to which we are committed during the summer hiatus.

E.R.M.

CBS TELEVISION

Office Communication

to: Hubbell Robinson

from: Fred Friendly

March 10, 1952

Dear Hubbell:

This is a note I've been wanting to write for some time. I hope you will think well enough of it, and the intention behind it, to ask Mr. Van Volkenburg and Mr. Falkner to read it.

We are trying to level off the costs of "See It Now." The work is getting a little easier, and we know now which faucets to turn on to get us the most usable product, and there is less waste and less over-set. However, the challenge to continue to deliver becomes more intense every week. Ed and I find ourselves in the position of trying to make each week's show better than the last, and not have the prestige of the show or CBS or Ed suffer any, and sometimes it costs money and time. I would be less than honest if I did not let you know that for the last nine weeks I have been up for forty-eight hours prior to each air time. This isn't good for me, and therefore isn't good for the show, but it is the only way I know of keeping up the standard.

The purpose of this note, therefore, is to say that I do not want you to be hit by a ton of bricks if and when Accounting shows us considerably over our budget. As I say, and as I think Ed has told Mr. Van Volkenberg, we expect our costs are coming down, but there isn't much more that we can do except to try.

However, there is a more concrete purpose to this memorandum, and that is that we could put ourselves completely in the black if CBS would explore the secondary possibilities of "See It Now." In our first seventeen weeks, we have put more film on the air than the March of Time produced in a year. Because of the Murrow prestige and talent, much of our product is better than that of the March of Time. We could, should and must invade that field. This subject has been discussed many times, but nothing has ever been done about it. "See It Now" could be in theatres, particularly non-TV area theatres, schools, colleges and foreign countries.

In not examining these possibilities, we are as negligent in our duties as I would be in deliberately wasting money. I think CBS could make more money out of the secondary uses than we do from the sale of the time. If and when I am condemned by Management for

being in the red, I will feel that guilty as I may be, Management could have gone a long way in preventing it by capitalizing on the secondary uses of "See It Now." It is not too late.

Thanks for the time.

F.W.F.

cc: Mr. Murrow

(Fagan)
Murrow

CBS RADIO

Office Communication

to: Mr. Fagan

from: Mr. Murrow

Bill

July 4, 1952

I think the log will show that Duran's figures are somewhat exaggerated. In every case except one where we have lost a commercial it has been due to a mechanical malfunction in telecine or on a remote. Maybe the technical boys can remedy that, I can't.

In every case without exception where we have lost a commercial I have done my best to ad lib one myself which they may not find satisfactory, but it is something I have never done elsewhere either on radio or television.

E.R.M.

(Friendly) Murrow

CBS TELEVISION

Office Communication

to: Fred Friendly

from: Edward R. Murrow

S/N

June 30, 1952

1. After considerable conversation with Smith and McClure, we have decided to stand down the South African project.

2. McClure is taking a month's vacation as soon as he returns to Paris.

3. Have tentatively scheduled a European reaction to America elections piece consisting of a distinguished European newspaper editor and some man-on-the-street material. This is tentatively set for the third week in October.

4. McClure will talk to Kendrick about the possibility of doing an Orient Express piece sometime late in August.

E.R.M.

(Eisenhower, Mrs Dwight)
8/N Murrow

TELEGRAM JUNE 30, 1952

MRS DWIGHT D EISENHOWER
750 LAFAYETTE STREET,
DENVER, COLORADO

YOUR PICTURES TURNED OUT TERRIFIC, THE GENERAL'S WERE ALL RIGHT TOO STOP AM ~~XXXXXXXX~~ AIRMAILING KINESCOPE TO OUR CORRESPONDENT SCHOENBRUN AS SOON AS POSSIBLE AND HE WILL ARRANGE SCREENING AT YOUR CONVENIENCE. REGARDS AND THANKS.

EDWARD R. MURROW

T150-43

S/N
Murrow

JUNE 27, 1952

MICHAEL MERSHONT
STATE DEPARTMENT PRESS OFFICER
~~XXXXXXXX~~ WASHINGTON, D.C.

WITH AIR FORCE COOPERATION OUR SEE IT NOW TELEVISION PROGRAM IS PREPARING A CIVIL DEFENCE STORY WHICH REQUIRES OUR ~~XXXXX~~ EUROPEAN CAMERA CREW TO FLY HERE AND RETURN BY U.S. MILITARY AIRCRAFT WITH A STOPOVER IN THE UNITED STATES OF TEN DAYS. THE SOUNDMAN MAURICE REITBURGER, A FRENCH NATIONAL, WILL APPLY FOR U.S.VISA IN PARIS TOMORROW. REITBURGER IS EMPLOYED BY THE COLUMBIA BROADCASTING SYSTEM, PARIS BUREAU, 21 RUE DE BERRI, AND HAS BEEN CLEARED FOR NEWS WORK THROUGHOUT EUROPE. THIS IS A MATTER OF URGENCY SINCE THEY ARE SCHEDULE TO LEAVE PARIS ON TUESDAY OF NEXT WEEK. WE CAN GUARANTEE REITBURGER AND WOULD APPRECIATE YOUR EFFORTS TO FACILITATE HIS VISA. REGARDS

ED MURROW
CBS NY

TX50-AS

copies to
Palmer
Wirtha

(Stewart, James)

Murrow

MAY 7, 1952

MR. JAMES STEWART
918 NORTH ROXBURY AVENUE
LOS ANGELES, CALIF.

FRED FRIENDLY AND I HAVE BEEN UTMOSTING MAKE ARRANGEMENTS FLY OUT TO SEE YOU ON MONDAY BUT SUPREME COURT STEEL CRISIS AND COMBINATION EVENTS HAS US BOTH TIED HERE FOR TIME BEING. THERE'S NO GREAT URGENCY ABOUT THE PROJECT WE HAVE IN MIND SO UNDESS YOU ARE COMING EAST IN THE COURSE OF NEXT FEW WEEKS WE WOULD LIKE TO FLY OUT AND CHAT WITH YOU DURING THE LAST WEEK IN JUNE. REGARDS

ED MURROW

T150-43

cc: Natalie - FYI

Dolly — (Roosevelt, Eleanor)
Put your files of S/N
Murrow

MARCH 25, 1952

PRESS
MRS. ELEANOR ROOSEVELT
c/o AMBASSADOR RAYMOND A SPRUANCE
MANILA

ACKNOWLEDGING YOUR CABLE OF 23 MARCH, IF YOU ARE ARRIVING SAN FRANCISCO 29TH, WOULD YOU NOT STILL BE AVAILABLE TO DO INTERVIEW WITH ME NEXT DAY TWELVE-THIRTY SAN FRANCISCO TIME OR IF YOU WILL BE IN LOS ANGELES BY THEN WE COULD ORIGINATE YOU FROM THERE. ALL HANDS HERE VERY ANXIOUS YOUR PARTICIPATION. PLEASE CABLE COLLECT.

RESPECTFULLY,

EDWARD R. MURROW
CBS, NEW YORK

T350-43

S/N.

MARCH 19, 1952

MRS. ELEANOR ROOSEVELT
C/o AMBASSADOR CHESTER BOWLES,
NEW DELHI, INDIA

MR. JOHN ROOSEVELT ADVISES ME THAT YOU ARE ARRIVING IN SAN FRANCISCO ON MORNING OF MARCH 30th VIA PANAMERICAN. WOULD LIKE TO INVITE YOU TO CHAT WITH ME FROM SAN FRANCISCO AT TWELVETHIRTY SAN FRANCISCO TIME THAT AFTERNOON ON MY TELEVISION PROGRAM SEE IT NOW. THE NATION AND I WOULD SEE YOU ON TELEVISION SETS AND YOU WOULD SEE ME ON A TELEVISION SET AND WE WOULD CHAT COAST TO COAST ABOUT YOUR VISIT TO INDIA. MR. ROOSEVELT AUTHORIZES ME TO SAY HE URGES YOUR ACCEPTANCE. PLEASE CABLE ME COLLECT YOUR AVAILABILITY THIS [redacted]. WARMEST PERSONAL REGARDS TO YOU AND TO AMBASSADOR BOWLES.

EDWARD R. MURROW
CBS

T150-43

Columbia Broadcasting System, Inc. (Friendly) Murrow

OFFICE COMMUNICATION

ndly To: Friendly
From: Murrow

E.R.M.

January 11, 1952

Could you, without too much expense, have the boys patch together the overset of the school kids Christmas play and have it sent to Mrs. Summerville.

Her address is: Mrs. Marjorie Summerville
Childrens Home School of the
Child Education Foundation
535 East 84th Street
New York, New York

sent 1/28/52 dm.

E.R.M.

Nietfeld

RECEIVED
1952 JAN 11 PM 1:47
C.B.S. TRAFFIC DEPT. N.Y.

S/N

CBS SF 228

1-11-52 EJR

~~FRED FRIENDLY~~

ED MURROW NY

FWG FM WALTERS.."WELL NYE IMPOSSIBLE TO GIVE TAPED COMMENTARY AS REQUESTED. ASSUMED MURROW WUD WANT TO DO THAT PART HIMSELF. GOT BEST STORY TODAY CONCERNING REFUGEES AT FRONT, PLUS INFANTRY PATROL INTERVIEW RIGHT ON TRUCE LINE, ONE DEAD, FOUR WOUNDED. ALSO TANK PATROL MOVING OUT. ALL GOOD SOLID DRAMATIC STUFF. ROSSI NOW WANTS TO KNOW WHAT NEXT/Q. HE WILL STAY HERE FOR REST UP NEXT FEW DAYS. WILL WRITE MURROW LETTER TELLING THING CANNOT TRANSMIT OTHERWISE."

NIETFELD

Van Volkenburg, J. L.

S/N

CBS TELEVISION

A Division of Columbia Broadcasting System, Inc.

485 MADISON AVENUE, NEW YORK 22, NEW YORK · PLAZA 5-2000

J. L. VAN VOLKENBURG
President

January 10, 1952

Mr. Edward R. Murrow
CBS Television
485 Madison Avenue
New York 22, New York

Dear Ed:

I thought you might be interested in knowing that we have recommended "See It Now" for a George Foster Peabody Award. I am attaching a copy of the brochure we prepared to describe the show, and also a photograph of the entire presentation that we sent to the Awards Committee.

Selecting the shows for these nominations -- out of some 78 on the Network -- is never easy. But we all felt that "See It Now" provided an example of the finest kind of news programming that television has to offer. Congratulations to you and your staff for the really excellent job you have done -- and are continuing to do every week.

With best regards.

Sincerely,

Jerry

News

TELEVISION CATEGORY 3

3a—"See It Now"

In years to come, November 18, 1951, may well rank with the most important dates in the history of television. On that day, "See It Now" was first broadcast, and, as Jack Gould wrote the following morning in The New York Times, "television had a taste of its true glory."

The distinguished producing team of Edward R. Murrow and Fred W. Friendly have brought a new dimension to television news reporting with "See It Now." Using live pickups and film, they document every week the faces and voices that make the news. The program does not attempt to do a "spot" reporting job; rather, it seeks out the features and sidelights that make the world's news more significant and meaningful. Just how successful "See It Now" has been is best indicated in the extraordinary critical notice it received.

Variety wrote that the program "packed a wallop that suggested, for the first time, the video medium's enormous potential in the realm of news-special events when all the proper TV techniques are brought into play....The viewer is treated to a kind of TV excitement that's long been needed."

Mr. Gould called "See It Now" "a striking and compelling demonstration of the power of television as a journalistic tool, lifting the medium to a new high in maturity and usefulness.... In its emotional impact, sensitivity and drama, (Edward R. Murrow's) thirty-minute review of the week's news was in all respects a magnificent achievement — absorbing in its exploitation of video's technical capabilities and human and revealing in its understanding and point of view."

In the New York World-Telegram and Sun, Harriet Van Horne wrote: " 'See It Now' . . . is the best program of its kind that I have ever watched. The production is imaginative, the temper brisk, the mood completely honest."

The Billboard noted that since the end of World War II there had been a gradual diminution of interest in news programming. "With 'See It Now,' " the reviewer said, "television recaptures — in even greater measure — the drama inherent in the news. The program, based upon the week's developments on the national and international levels, makes use of the techniques developed in the great days of radio news broadcasting. To this, however, is added the dimension of sight, used with utmost skill and dramatic effect....This show is a milestone in TV programming."

John Crosby, in the New York Herald Tribune, called the show "enormously impressive," and Newsweek noted that Mr. Murrow and Mr. Friendly have produced "another winner."

In the New York Daily News, Ben Gross wrote that "See It Now" was "the most appealing news review of a week I have ever seen." Hy Gardner, New York Herald Tribune columnist, suspected that the show "will revive the good old-fashioned American custom of passing Sunday afternoons at home. It should send television stock soaring."

Broadcasting magazine reported: "The television entry of Edward R. Murrow and Fred Friendly, who have exploited the

reporting powers of radio thoroughly and well, reveals that this distinguished team is more imaginatively aware of the scope (and limitations) of television journalism than anybody else around these days."

Radio Daily said " 'See It Now'...is destined to be one of the top news documentaries of our time....The program makes the conventional TV newsreels and commentaries appear stereotyped." The New Yorker hailed it as "nothing short of spectacular."

Time magazine picked "See It Now" as "television's best and liveliest news show," and Editor & Publisher wrote that it "comes closest to the ideal of video journalism."

But it was Jack Gould, in a special article in The New York Times, who pointed out most fully and clearly just how significant this series is to all television. He wrote:

"It is becoming abundantly clear that there is a field where TV can do a constructive and important job in the realm of journalism. This is in the form of a weekly news summary which is not subject to limiting deadlines and can provide interpretive background on the events of the day . . .

"The point was proved by one of the keenest and most perceptive minds in broadcasting—Edward R. Murrow, the CBS commentator. Together with his colleague, Fred Friendly, he started last week a series entitled 'See It Now,' by all odds one of the major events of the current video season. Mr. Murrow and Mr. Friendly...essentially are bringing to television the one quality for which the medium has been literally starved: original thinking.

"On his initial program last week, Mr. Murrow sat in a control room at CBS and opened his thirty-minute telecast with a 'live' sequence which typified his own approach to TV, and, incidentally, made monkeys of the industry's razzle-dazzle promotional geniuses.

"Ever since the installation of the relay facilities extending TV from coast to coast, video's leaders have futilely sought some means of graphically portraying on the screen the significance of the event. The comedians dutifully screamed that now the American public could see vaudeville everywhere.

"Quietly and unostentatiously, Mr. Murrow decided that there was another way. On the same screen he showed the waters of the Pacific and Atlantic Oceans and the skylines of New York and San Francisco. Never before has television's great power — enabling the viewer to have a sense of being in two places at once — been so simply and vividly detailed . . .

"Admittedly, the success of 'See It Now' in large measure depends on Mr. Murrow's personality, which, if anything, takes on added dimension on TV. As the requirements of the news dictate, he is alternately wryly humorous, understandingly sympathetic, courteously disbelieving, or suavely hard-boiled. But in each case he employs the art of understatement, and if one word will do he doesn't use two.

"In the world of television, so prone to artificial ballyhoo and contrived enthusiasm, Mr. Murrow is a sobering and stimulating influence.

"But the larger lesson offered by 'See It Now' is one which all of television might take to heart. As the medium has enjoyed increasing commercial success in the last year or two, video has tended to become increasingly introverted, content to think only of what could be done within its studio's four walls.

"Actually, television's major raison d'être is that it can take its audience out into the world, and through the vivid instrument of moving pictures, acquaint millions with the issues and problems which affect the existence of individuals everywhere.

"'See It Now' is a most encouraging augury that TV is beginning to recognize this responsibility and opportunity."

3b—United Nations in Paris

From the time the United Nations came into being, CBS has recognized its clear and continuing responsibility to provide comprehensive and effective coverage of U.N. activities. And through CBS Television, perhaps more than through any other medium, the people of America have come to know the names and faces of the men in whose hands lies the destiny of the world.

The Network was especially proud to be able to bring its viewers daily coverage of the United Nations General Assembly sessions in Paris—thereby providing the swiftest international reporting by sight-and-sound of any event in history!

By an exclusive arrangement CBS Television made with the U. N. and Paramount Pictures Corp., a television recording of each session was made in Paris, flown to New York, and broadcast in this country the day following the actual meeting. The historic speeches, angry debates, and earnest pleas for world peace thus came almost directly from the Palais de Chaillot into the homes of Americans thousands of miles away.

This daily series, called "The U. N. in Action," was television's only daily account of the Paris meetings—"a true public service," said Jack Gould in The New York Times, "for which CBS deserves full praise."

In addition to the daily broadcasts, which necessarily were limited to straight reporting, the Network presented "The U. N. This Week," Sunday resumés of the U.N. activities. These were more documentary in nature, tying together the significant speeches and events, picturing the reaction of delegates to important speeches, analyzing the implications of the week's happenings.

Variety commented on these broadcasts: "CBS-TV, which has an exclusive on video coverage of the United Nations General Assembly sessions in Paris, is wrapping up its daily kinescope

prints from the French capital into a tightly-edited and well-paced review.... Both the cross-the-board shows and this Sunday wrapup are viewable and informative.... The shows must be chalked up as public service programming, for which the web rates a deep nod."

Walter Cronkite, one of broadcasting's most distinguished newsmen, provided the narration for the resumés. His background of international reporting—in Africa, Holland, Belgium, Germany, Russia, and many World War II assignments — gave him an understanding of and an insight into the developments that made his commentary lucid and enlightening.

CBS Television submits that these broadcasts represent an important contribution towards international understanding, and as such, truly provide an outstanding example of news reporting.

8IN

APRIL 10, 1952

FREES

COLBROSER, FREESHAUS, ROHN

HOTTELET MURROW SAYS CONCUR MCCLOY-MCCLURE PROPOSAL STOP JUST SEEN MAAR WHICH IS EXCELLENT EFFECTIVE TREATMENT MOST DIFFICULT SUBJECT YET ATTEMPTED INFORMATIVELY WE HOLDING IT FOR PROPER NEWS PRS REGARDS

CHESTER

COPY TO FRIENDLY WITH HOTTELET CABLE

18/N

MARCH 26, 1952

[redacted]

PRESS

COLBROSYS PRESSHAUS BONN

HOTTELET MURROW SAYS AGREE ENTIRELY YOUR MCCLOY SUGGESTION REGARDS

CHESTER

T150-43

(SIN) Williams, Chet

MARCH 24, 1952

RICHARD HOTTELET
COLBROSIE,
PRESSHAUS, BONN

MURROW ASKS HOW ARE WE DOING ON DUELING?

REGARDS

CHESTER

T150-43

RECEIVED
1952 FEB -7 PM 5:15
C.B.S. TRAFFIC DEPT. N.Y.

PW2 BONNPRESSEHAUS 82 VIAPREWI RTP 7 2025

PRESS COLUMBIA BROADCASTING NEWYORK

CHESTER FOR MURROW YOU MIND READER PAL STOP EYE BEGAN EXPLORING THIS LAST WEEK STOP THINK THERE MAY POSSIBILITY GOETTINGEN BUT UNCERTAIN STOP TELL FRIENDLY ADENAUERS ENGLISH PUNK BUT AM SURE HE WOULD DO VERY BRIEF SPOT FOR US IN ENGLISH STOP HOW ABOUT PREVIEW NEW GERMAN ARMY STOP THERE NO SOLDIERS YET BUT SEMIMILITARY BORDER POLICE MIGHT MOBILIZED FOR US TO SHOW DIFFERENCES IN TRAINING AND LIVING AND UNIFORMS NOW BEING BLUEPRINTED FOR NEW ARMY REGARDS

HOTTELET

SK510P

C
O
P
Y

FEBRUARY 7, 1952

PRESS COLBROSYS
PRESSHAUS BONN

HOTTELET MURROW SAYS MAY BE LONG BOW CHUM BUT WHEN MCCLURE ARRIVES COULDST FILM STUDENT CORPS DUEL MAYBE HEIDELBURG OR GOTTINGEN.

REGARDS

CHESTER

Charles Pete

Allen, George V.

SIW

WBK:lmp:lls

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

ADDRESS OFFICIAL COMMUNICATIONS TO

American Embassy,
Belgrade, Yugoslavia,
September 22, 1952.

Dear Ed:

I have just had the opportunity to see a film of your June 22 "See It Now" show which dealt in part with Yugoslavia. It was an excellent job. I hope while the copy is still in Belgrade to screen it for a few of the more sophisticated among the Yugoslav officials as an example of the straight-forward information which is presented to the American people over U.S. television.

My complements to Al Kendrick and Bill McClure, who achieved good balance and perspective in the sequences.

Sincerely,

Geo. V. Allen

George V. Allen
American Ambassador

Mr. Edward R. Murrow,
CBS Television,
421 West 54th Street,
New York 19, New York.

Alley, Norman

S/N

November 14, 1952

Dear Norman:

You are a most thoughtful and gracious colleague. I have sent on the Eisenhower pictures to them and am venturing to send back one of me.

I hope the fates and Friendly can arrange it so that we may work another story again before long. Again, my best thanks.

As ever yours,

Mr. Norman Alley
News of the Day
234 Chamber of Commerce Building
Los Angeles, California

Am. Friends Service Committee

S/N

August 5, 1952

Dear Mr. Kavanaugh:

I hope you will forgive me for not having been in touch with you before this regarding the Quaker work camp story. I have just returned from Chicago and am only now finding the opportunity to attend to correspondence.

I'm sorry, but I just don't see how we can do the story this year. Our camera crew in Europe already has a pretty tight schedule so I'm afraid all we can do now is keep the story on file for possible use next year.

Please accept my thanks for your letters and the material you sent.

Sincerely yours,

Mr. John Kavanaugh
American Friends Service Committee
20 South 12th Street
Philadelphia 7, Pennsylvania

nic

ADBURY

Executive Secretary
LEWIS M. HOSKINS

Honorary Secretary
CLARENCE E. PICKETT

American Friends Service Committee
INCORPORATED
Twenty South Twelfth Street
Philadelphia 7, Pennsylvania
Telephone, RITTENHOUSE 6-9372

July 23, 1952

Tell him can't do it this year, maybe next

Edward R. Morrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Mr. Morrow:

I know you are busy at the conventions and will not see this letter for at least another week, but I wanted to write you before I leave the country.

I have not heard from you as to whether or not you are planning to have your TV photo team do the Quaker work camp story this Summer, but if you are we would appreciate knowing a little in advance. I assume you received the material that I sent you some weeks ago.

If you are planning to go ahead please contact Barbara Moffett Haworth of this office or get in touch with me directly in the field. A copy of my itinerary is enclosed.

Cordially,

John Kavanaugh

John Kavanaugh
Public Relations Secretary

JK:daw

enclosure

Kavanaugh
American Friends Service Committee
20 South 12th Street
Philadelphia 7, Pa.

ITINERARY
July 25 - September 15, 1952

July 25	Leave for London PAA Flight No. 050 - 2:00 P.M. (Idlewild)
ENGLAND	
July 26-27	London - Friends House, Euston Road, London N.W. 1, England
July 28) August 6)	Friends World Conference, Regents Park College, Oxford, England
August 7-8	Friends House, Euston Road, London N.W. 1, England
FRANCE	
Aug. 9-14	Quaker International House, 110 Avenue Mozart, Paris, France (trip to St. Nazaire for 3 days, but mail should go to Paris)
Aug. 15	Travel - Paris to Frankfurt
GERMANY	
Aug. 16 to 28 or 29	(departure date uncertain) - c/o Barbara Graves American Friends Service Committee Lichtenbergstrasse 16, Darmstadt, Germany (will visit several places in Germany, but the single address is recommended)
AUSTRIA	
Aug. 29 or 30 Sept. 2 or 3	c/o William Kriebel Jauresgasse 13/1 Wien III, Austria
ITALY	
Sept. 3 or 4 to Sept. 12 Sept. 12	c/o Warren Staebler Via Lucullo 6, Rome Fly to Geneva
SWITZERLAND	
Sept. 12-13	c/o Renate Warner, Friends International Center 94 Rue de Lausanne, Chateau Banquet
Sept. 13	Fly to London
ENGLAND	Sept. 14 - 15: Friends House, Euston Rd., London N.W. 1, England

Leave for U.S. - PAA Flight No. 071 - 1:05 A.M. Sept. 15 (eve of Sept. 14)

Arrive N.Y. (Idlewild) 1:45 P.M. EST - Sept. 15

Executive Secretary
LEWIS M. HOSKINS

Honorary Secretary
CLARENCE E. PICKETT

American Friends Service Committee
INCORPORATED
Twenty South Twelfth Street
Philadelphia 7, Pennsylvania
Telephone, RITTENHOUSE 6-9372

June 17, 1952

Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

This is to supplement my letter to you of a few days ago. Enclosed is a new leaflet describing Quaker Work Camps overseas.

Sincerely yours,

John Kavanaugh

John Kavanaugh
Public Relations Secretary

JK:b
enc.

Chairman
HENRY J. CADBURY

Executive Secretary
LEWIS M. HOSKINS

Honorary Secretary
CLARENCE E. PICKETT

American Friends Service Committee

INCORPORATED

Twenty South Twelfth Street
Philadelphia 7, Pennsylvania
Telephone, RITTENHOUSE 6-9372

June 13, 1952

Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

I am writing in regard to our conversation of several weeks ago concerning the 300th Anniversary of the Society of Friends. You will recall I was to send you some information on a work camp, held under Friends' auspices, somewhere in Europe not too far from Paris.

Our first suggestion is the work camp near Gaimersheim, described on the attached page. I will be glad to send more complete information if you think this is one which you would like to consider. If not, let me know and we will suggest another. The pictorial aspects of this one appealed to us as one of the best possibilities.

I will be in the office here until July 16th, when I leave for England to attend the Friends World Conference.

Sincerely yours,

John Kavanaugh

John Kavanaugh
Public Relations Secretary

JK:b

AMERICAN FRIENDS SERVICE COMMITTEE

WORK CAMP NEAR GAIMERSHEIM, District of Ingolstadt, Bavaria, Germany.

PROJECT:

A group of work campers of differing nationalities, religions, and races will help a settlement of refugees build homes. The work involves digging foundations, hauling stones from an old fortress nearby, and erecting the homes. Refugees and campers work side by side. The project starts in late June and continues at least through August.

BACKGROUND:

Five years ago the housing standards of a group of refugees, mainly from Yugoslavia, Hungary, and Sudetenland, living in this district were the lowest to be found in Upper Bavaria. Refugees were living among the ruins of Fort Von der Tann, outside of the small town of Gaimersheim. In 1948, the Landrat of the District (similar to Governor) began to work out a program which would enable these refugees to meet their own housing problems. He had in mind a type of construction called "Stampflehmbau," which involved using an adobe-type mixture of earth and ground brick and stone from the old fortress. The refugee families were eager to do the work themselves. In 1949, a sample house was built to prove the feasibility of this plan. In 1950, the government gave funds to help this work. In the summer of 1951, a group of work campers came together in an AFSC-sponsored camp to work with the refugees. The camp this summer will be similar to last year's, and the following material gathered from last year's reports will give a picture of what will take place:

In six weeks the campers, working with refugees, dug 16 cellars, poured about a dozen concrete foundations, and erected the adobe walls for three houses. The campers put in an eight hour work day. The refugees, who put in 13 hours of work on their homes each day, were worried about these young foreigners who were unused to such heavy manual labor and had doubts, which were dispelled, about their ability to keep up even the eight hour schedule.

The campers represented seven countries. In the course of the summer they worked out a sound relationship with the refugees, and it is actually the wish of the refugees that a camp return to work with them this summer.

The Landrat, the moving spirit behind all of this self help activity, was instrumental in setting the tone of the summer's work. A report from the camp gives the following account of the Landrat's interpretation to the campers at the beginning of the summer of what their task was: "He pointed out that the job was not alone that of helping build much-needed houses, but was one of generating a contagious spirit of good will and friendship." The campers' feeling of to what degree they succeeded in accomplishing this goal is contained in the following quotes: "At first our camp was chiefly a curiosity and the people were not certain why we were there. But as the days and weeks passed their curiosity changed to warm friendliness..... The refugees with whom we worked were extremely kind to us. It became their custom to supply our group with a large bowl full of homemade pastry every day. We had two social get-to-gethers with the refugees."

After a few weeks of camp, the work campers wrote: "We can look forward to a full experience from our work here from the standpoint of human relations as well as from the sense of accomplishment on the work project.

...URY

Executive Secretary
LEWIS M. HOSKINS

Honorary Secretary
CLARENCE E. PICKETT

American Friends Service Committee
INCORPORATED

Twenty South Twelfth Street

Philadelphia 7, Pennsylvania

Telephone, RITTENHOUSE 6-9372

S/N

April 18, 1952

Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, 22, New York

Dear Edward Murrow:

Elmore McKee and I enjoyed meeting and talking with you the other day. Shortly I will send you some descriptive material on the European work camps and their locations. We are grateful for your interest in Friends work.

Cordially,

John Kavanaugh

John Kavanaugh
Public Relations Secretary

JK:A

Executive Secretary
Lewis M. Hoskins

Honorary Secretary
Clarence E. Pickett

American Friends Service Committee
INCORPORATED

Twenty South Twelfth Street

Philadelphia 7, Pennsylvania

Telephone, RIttenhouse 6-9372

Wed
4/16
11:45
Return

March 12, 1952

Ao
Called
3/24

Miss Dorothy McDonough
485 Madison Avenue
New York, 22, New York

Dear Miss McDonough:

Thank you for your note of March 11th. I will hold 11:45 A.M. on Wednesday, March 26, for an appointment with Mr. Murrow, and will await your confirmation.

Since this is to be an idea conference I may bring someone with me if that is satisfactory.

Cordially,

John Kavanaugh

John Kavanaugh
Public Relations Secretary

JK:A

8/10

March 11, 1952

Dear Mr. Kavanaugh:

I am beginning to wonder what the U. S. mail is coming to; on Monday, March 3, I received your letter of the 21st requesting an appointment for the 27th. I hope you did not think we had just ignored it.

About an appointment: Mr. Murrow is in California this week and has tentative plans at the moment to be in Texas the following week. Assuming that you are still coming to New York on a Wednesday schedule, may I suggest a tentative appointment for 11:45 a.m., Wednesday, March 26. I feel sure he will be here then but should like to hold confirmation until sometime next week when he will be back from theCoast and his Texas plans definite.

Please let me know if the 26th is not convenient to you; otherwise, I shall confirm it to you as soon as possible.

Sincerely yours,

Dorothy McDonough
Secretary to Mr. Murrow

Mr. John Kavanaugh
American Friends Service Committee
Twenty South Twelfth Street
Philadelphia 7, Pennsylvania

...rman
...y J. Cadbury

Executive Secretary
Lewis M. Hoskins

Honorary Secretary
Clarence E. Pickett

American Friends Service Committee
INCORPORATED
Twenty South Twelfth Street
Philadelphia 7, Pennsylvania
Telephone, Rittenhouse 6-9372

rec'd 3/3

Yes

February 21, 1952

Miss Dorothy McDonough
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Miss McDonough:

I am writing in regard to our recent conversations concerning an appointment with Mr. Murrow.

I shall be in New York again on Wednesday of next week - February 27th - and would be glad to arrange to come in if convenient for Mr. Murrow.

Sincerely yours,

John Kavanaugh

John Kavanaugh
Public Relations Secretary

JK:A

Ames, Michael

3110

g.p.

May 16, 1952

Dear Mr. Ames:

I've had a conversation with Fred Friendly, and we have concluded that for the time being, at least, we do not require the services of an organization operating in your area of activity.

The program is going to take a two month's hiatus during July and August, and it is possible that we may wish to discuss arrangements with you sometime in the fall.

Sincerely yours,

Mr. Michael Ames
David O. Alber Associates, Inc.
654 Madison Avenue
New York 21, New York

DAVID O. ALBER ASSOCIATES, INC.
654 Madison Avenue
NEW YORK 21·N·Y
TEMPLETON 8-8300

Good pulse check

May 1, 1952

(15)

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York 22, N. Y.

Dear Mr. Murrow,

It might be intelligent to identify myself before proceeding further.

I am the one who spoke to you about publicity as you were leaving the dais at the Peabody Awards luncheon today. (It was a three way parley for me since we represent the Peabody Committee, the Radio Executives Club and the Hotel Roosevelt).

I believe we are deservedly considered the outstanding publicity organization in the radio-TV field, numbering among our clients Bob Hope, Guy Lombardo, "The Goldbergs", "Rootie Kazootie", Jackie Kelk and "Young Mr. Bobbin", Kay Armen, Sammy Kaye, Dagmar, "Ellery Queen", Ed Herlihy, Ben Grauer, Kathi Norris, Arthur Murray, etc., etc. and another etc.

I would like to discuss with you the possibility of including you among our clientele. We represent no one with conflicting interests.

I think it particularly unfortunate that your programs, which offer enough showmanship and integrity to win a Peabody Award, have not received the popular acclaim they deserve. Newspaper space, unlike Peabody Awards, are not obtained on merit alone. It requires contacts plus a know-how plus intelligence plus creative ideas on the part of publicity representatives. We have these.

When can we get together for a chat? And, to quote certain department store advertisements, there is no obligation to buy.

ED; SOMEDAY SOMETHING LIKE THIS-- BUT THIS ISN'T THE RIGHT FIRM.

Sincerely,

Michael Ames

Michael Ames

MA:fs

F.F.

Barnett, Martin

NEWS OF THE DAY

EDITORIAL OFFICES AND STUDIO
450 WEST 56TH STREET
NEW YORK

CHICAGO OFFICE
HEARST BUILDING
CHICAGO, ILL.
STATE 8373

March 12, 1953

Dear Ed:

Things have been happening in the middlewest that have me a little muddled, so thought I would write to you and tell you what is on my mind.

When C.B.S. television made the change, one of the first things they started to do was organize a film news staff. They hired my brother as one of their cameramen and a couple others outside Chicago. They talk of doing big things in the future. This, of course, reminded me of some of the thingswe talked about several times.

I am happy in what I am doing now, but just looking ahead to the future. I have never put it in writing, but I am sure you understand how much I am enjoying my association with all of you in "See It Now". No matter what the future may hold for me I shall always consider it a very fortunate chance to have the opportunity to be part of your "See It Now".

I feel the same way that I felt before, that some day, someone will come along and really start a great television news gathering organization. When this happens and you are behind the helm, this boy might like to go along and be a small part of it.

At this time I want to thank you and Fred for the posies you sent while I was convalescing from my throat operation.

Hope that in the near future I may get to work another assignment with you, and will try and keep the shots in focus.

With kindest personal regards, I remain

Sincerely yours,

Martin Barnett

Barnett, Martin

NEWS OF THE DAY

EDITORIAL OFFICES AND STUDIO
450 WEST 56TH STREET
NEW YORK

AGO OFFICE
T BUILDING
CAGO, ILL.
ATE 8373

January 9th, 1953

Operation Sin
Commanding Officer
Edward R. Murrow

Dear Ed:

It was very nice talking to you, I had heard that you were hospitalized, tried to call you but you were out. It was thoughtful of you to have called and very much appreciated.

I have heard nothing but praise for the show and many of my own collegues in the business who are most critical voiced the same tribute.

As yet I have not seen the show, that Saturday repeat did not have an outlet here. I have hopes that when a Kinescope is available I will get to see it.

After hearing what had happened to some of you I thought it best that I get a medical checkup myself. I had a bad cough that did not seem to want to leave. They found I have a small growth on my vocal cords and very soon I am going to have it removed.

I am enclosing a check for $200.00 that you were nice enough to loan me in Japan.

Looking forward to seeing you soon again, I remain

Sincerely yours

Martin Barnett

Beattie, Ed

Nov. 6, 1952

Dear Professor:

Having followed with some fascination the difficulties experienced by one Charles (Toujours L'amour) Collinwood with his friend Univac two evenings ago, not to speak of certain admissions of tampering with the latter's cerebration, I feel it is opportune to suggest that in the future, Univac be left to its own devices and that, precautionarily, it be equipped with a gadget which will promptly spot any tampering and illuminate a small sign saying "TILT."

Now that I have disposed of this signal contribution to the success of CBS (for which there is no charge) let me add that you guys really clobbered NBC that evening. I am in a good position to know because I tuned in to NBC every time Betty Furness began stuffing dirty laundry into the maw of her mechanical monster, a process which becomes unbelievably boring after the third time. Not only was CBS on the whole something like fifteen minutes ahead, I'd judge, at all times, but your presentation gadgets were much better and clearer, and Bill Henry was still playing the thing close to his chest a couple of hours after you and Eric had labeled the trend for what it obviously was. I think even Dr. Stoneman would have been complimentary about the whole performance.

You will be glad to know that one C. Andrew Spaatz, equipped for the occasion with pencil, tally sheet and an overload of Gibsons, succeeded in getting himself into utter and angry frustration by jotting down CBS and NBC figures with complete abandon, thus arriving, along about 10:30, at totals below those he'd established at 10:00.

While passing out the compliments, I think Walt Cronkite did a superb job, as he did during the conventions. What an iron man act! Incidentally, everyone down here has commented on the CBS coverage.

These are probably the last nice words I'll ever write you, so treasure.

My compliments to your wife and sprossling,

Ed Beattie

Beattie, Ed. 4

May 15, 1952

Dear Ed:

By all means send Kendrick's piece on to Frank Wisner. You might then ask him to pass it back to me.

We enjoyed the reunion enormously and must arrange a repeat performance. I have been dining out on your Father's Day story for the last week.

As ever yours,

Mr. Edward W. Beattie, Jr.
1310 27th Street, N.W.
Washington 7, D.C.

mas

EDWARD W. BEATTIE, JR.
1310 27TH STREET, N. W.
WASHINGTON 7, D. C.

(16)

May 4, 1952

Dear Ed:

I have just finished reading Alex' critique with really consuming interest. I would take his word on anything to which he had devoted as much time as he obviously did to this, and the picture can only be described as pretty bloody awful.

The programs sound like what the "Voice" used to put out (and still does to some extent, I guess, thanks to congressional and other pressure) in an effort to play up C rane-type civilization and establish the philosophical superiority inherent in the possession of 435 Representatives and 96 (count 'em) Senators.

I recall having asked you whether the document could be passed on to Frank Wisner and your having agreed. Since it was late of a well-heeled evening, however, I want to re-check this with you. I believe Frank should see it, but pending word, it will remain in my possession.

That was a very fine reunion, and please pass on to Janet my appreciation. Give me a shot at you next time.

As ever,

Ed.

p.s. Comment on Truman, passed the other day at the Metropolitan Club in connection with the steel crisis: "The little man would seem to be as confused as a bastard on Father's Day."

Beattie, Edward

April 30, 1952

subject: Radio Free Europe
ret'd 7/29/52

Dear Ed:

Here is the document I mentioned from Alex Kendrick. It is "under the counter" to you. It is my only copy so please return it as soon as it is convenient.

'Twas wonderous fine to see you the other night and we hope to see you again soon.

As ever yours,

Mr. Edward Beattie
1310 27th Street, N.W.
Washington, D.C.

nic

Kendrick

Dear Ed:

This voluminous document speaks for itself, I trust. I have just gone ahead and reported what I found out. But it is obvious that some of the material is confidential, especially the part about the CIA. As far as I'm concerned, you can use anything you like. I received nothing under a pledge of secrecy or any other limitation. But discretion is indicated.

Only one thing. I have used no names of RFE people in this report. They are friends of mine, and they got a load off their chests. I wouldn't want anything ever to come back to embarrass them.

Needless to say, I was given access to a lot of things I probably shouldn't have seen, particularly the CIA news items with their evaluations. Let's just take it for granted that everything in the report is documented.

Regards to Jesse and Johnnie. Happy Eisenhowering.

Alex -

Bender, William

RADIO STATION **WUOM** 91.7 MC

UNIVERSITY OF MICHIGAN
ANN ARBOR, MICH.

WALDO ABBOT, DIRECTOR OF BROADCASTING

E. G. BURROWS, PROGRAM DIRECTOR

19 May 1952

S/N

Mr. Edward R. Murrow
485 Madison Ave.
New York 22, N.Y.

Dear Ed:

Glad to hear you will have someone check our Lake Hydraulics Lab next fall.

Since they change projects out there every six to eight weeks, I suggest you contact me in advance of any visit. Then I'll find out what they are doing and let you know.

Regards,

Bill

William Bender, Jr.

SM
Berlin, Irving

February 5, 1952

Dear Irving Berlin:

Sunday was excellent. The comments have been universally favorable and I am grateful.

As ever yours,

Mr. Irving Berlin
1650 Broadway
New York, New York

3/10

May 14, 1952

Dear Mr. Blair:

You must indeed regard me as a churlish individual for not having answered earlier your generous and gracious letter of January 14. It became lost in a mass of wholly unimportant correspondence.

The response to the program concerning the Children's Christmas Festival was excellent. We were, and are grateful for the cooperation from the members of the staff and from the children. The time we were able to devote to that particular portion of the program was altogether inadequate, but I'm grateful that the school and atleast some of the parents thought that we did that portion in good taste.

Sincerely yours,

Mr. Paxton Blair
Child Education Foundation
535 East 86th Street
New York 28, New York

...ON DEPARTMENT
..., BROWN, CHAIRMAN

ADVISORY SERVICE

CHILDREN'S HOME SCHOOL
MARJORIE W. SUMMERVILLE HEADMISTRESS

CHILD EDUCATION FOUNDATION

FOUNDED 1916
CHARTERED BY THE REGENTS OF THE
UNIVERSITY OF THE STATE OF NEW YORK
535 EAST 84TH STREET
NEW YORK 28
TELEPHONE: BUTTERFIELD 8-3920-1-2

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ANNA EVA McLIN, DIRECTOR

6

January 14, 1958

Dear Mr. Murrow:

It was with considerable hesitancy as you know that we consented to have the Children's Christmas Festival filmed for television. We felt that the experience might have a deleterious effect upon the children and upon the spirit of the Festival. We also doubted if we could do it sucessfully during the busy Christmas Season with our limited staff.

Our confidence in you, however, and the quality of what you are doing plus the assurance from Mrs. Slocum that the filming would be done in accordance with our wishes regarding the children, finally persuaded us that we should make the effort and take the risk and have the honor of having the Christmas Festival of the Children's Home School included in your Christmas program on Sunday, December 23.

On behalf of the Board of Trustees of Child Education Foundation, therefore, I wish to express to you our deep appreciation of this privilege. Unhappily I was unable to see the performance as there was no television where I was spending the holidays. However, I have heard the most enthusiastic comments from those who were fortunate enough to see it. They felt your people had captured the spirit of the Festival as nearly as possible, which was your goal and ours.

We were much impressed with the cooperative spirit of your fine staff particularly their meticulous observance of our stipulation of no interruption of the program during the

filming of the Festival. We are grateful to Mrs. Slocum for her part in this. Will you kindly thank Mr. Zousmer and the other members of your staff for us, telling them it was a pleasure and an education to work with them.

We are proud to have had even a small part in your fine effort to show the constructive possibilities of television. As a people we should be grateful for the contribution you are making through so many avenues to the wise molding of our culture.

Very Sincerely yours,

Paxton Blair

Paxton Blair
President, Board of Trustees

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Collingwood, Charles

Ed Fred
DM
3/25

EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE OF THE DIRECTOR FOR MUTUAL SECURITY
WASHINGTON 25, D. C.

March 24, 1952

3/10

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York 22, New York

Dear Ed:

I thought your MacArthur-Eisenhower sequence on "See it Now" yesterday was one of the most effective things I have ever seen. You are really using television as it should be used.

If you need material for future programs, here are a couple of suggestions. First, I can deliver Averell for an interview on any Sunday from now on. Second, Chet Bowles' friends here tell me that he would be delighted to do an interview with you on film. The State Department now has contracts with a camera crew working in India and it would be perfectly feasible to make arrangements for them to shoot from a question and answer script which could be cut into your live questions. If either of these interests you, let me know.

Averell is making a speech in New York on April 17 and I will be going up with him. If I come up a little ahead of time that day, perhaps we could have lunch or a drink together.

Sincerely,

Charlie

Charles Collingwood

Consolidated Vultee Aircraft Corp SM

WU 022 PD

WUX SAN DIEGO CALIF SEP 3 952A

RECEIVED
1952 SEP -3 PM 3:53
C.B.S. TRAFFIC DEPT. N.Y.

MISS NANCY CAMMAROTA, CARE EDWARD R MURROW
COLUMBIA BROADCASTING SYSTEM

SEE IT NOW FILM WILL BE SHIPPED TO YOU TODAY FROM AIR FORCE ASSOCIATION,S WASHINGTON OFFICE. WE SINCERELY APPRECIATE YOUR COURTESY IN MAKING IT AVAILABLE

NET ROOT CONSOLIDATED VULTEE AIRCRAFT CORP
145P..

MR. NED ROOT
VULTEE AIRCRAFT CORP.
SAN DIEGO, CALIFORNIA

URGENTLY NEED SEE IT NOW FILM WE LENT YOU. MANY THANKS.

NANCY CAMMAROTA

CHARGE TO: T150-43

WESTERN UNION

W. P. MARSHALL, PRESIDENT

1220

SYMBOLS
DL=Day Letter
NL=Night Letter
LT=Int'l Letter Telegram
VLT=Int'l Victory Ltr.

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•OA793

O•SDC105 LONG NL PD=WUX SANDIEGO CALIF 14=

MISS NANCY CAMMAROTA=

=CARE EDWARD R MURROW =COLUMBIA BROADCASTING SYSTEM=

=485 MADISON AVE NYK=

CONFIRMING OUR TELEPHONE CONVERSATION OF THIS DATE, MR THOMAS G• LANPHIER CHAIRMAN OF THE BOARD OF THE AIR FORCE ASSOCIATION AND VICE PRESIDENT OF CONVAIR, HAS ASKED ME TO DETERMINE FROM YOUR OFFICE WHETHER OR NOT IT WOULD BE POSSIBLE TO BORROW THE FILM YOU FOOLKS USED ON A RECENT "SEE IT NOW" SHOW CONCERNING A MOCK B-29 RAID ON NEW YORK CITY• IF YOU CAN MAKE IT AVAILABLE WE WILL SCHEDULE ITS PRESENTATION AS ONE OF THE OFFICAL EVENTS OF THE ASSOCIATIONS CONVENTION• IN ALL POBABILITY IT WOULD BE SHOWN PRIOR TO BUT NOT AS A PART OF THE CEREMONY IN WHICH MR• MURROW WILL BE GIVEN THE ASSOCIATION'S ARTS AND LETTERS TROPHY• SHOWING WOULD BE MADE TO CONVENTION DELEGATES ONLY AND WOULD NOT BE REPRODUCED IN ANY FASHION• THE FILM WOULD BE RETURNED TO YOU IMMEDIATELY AFTER THE CONVENTION

=NED ROOT MANAGER PUBLIC RELATIONS CONSOLIDATED VULTEE AIRCRAFT CORP=•

sent 8/20

Bill Roman 7344 Tue

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Grigg, Walt

3 IN

C
O
P
Y

August 6, 1952

Dear Mr. Grigg:

This is merely a hasty note to tell you I'm sorry I missed your call today. We have all been more than busy closing shop before taking off for a month's holiday.

As you probably know, SEE IT NOW is off the air until September. You will hear from me at that time.

Sincerely yours,

E.R.M.

Mr. Walt Grigg
A. L. Duckwall Stores Company
417 Broadway
Abilene, Kansas

nic

cc: F.F. with correspondence

Gay Gen. H.R.
SM.

March 20, 1952

Dear General Gay:

As you no doubt know, I have had to cancel my plans to come to Fort Hood for Exercise LONG HORN.

I am extremely disappointed not to be able to cover the story myself, but the doctors have given me orders to take two weeks off and I have no choice but to do it.

Sincerely yours,

Major General Hobart R. Gay
Deputy Commanding General
Headquarters Fourth Army
Fort Sam Houston, Texas

MARCH 14, 1952

LT. ROBERT B. MACKALL
HEADQUARTERS MANEUVER DIRECTOR
FORT HOOD, TEXAS

MUST REGRETFULLY CANCEL PLANS COVER ~~XXXXXXXXXX~~ EXERCISE LONG HORN DUE TO DOCTORS ORDERS DEMANDING THAT I TAKE TWO WEEKS LEAVE. REGARDS

ED MURROW

1-43-7

MARCH 30, 1952

LT. ROBERT B. MACKALL
HEADQUARTERS MANEUVER DIRECTOR
EXERCISE LONG HORN
JOINT PUBLIC INFORMATION BUREAU
FORT HOOD, TEXAS

MR. MURROW ASKED ME TELL YOU HE HAS HAD CHANGE OF PLANS. IN CALIFORNIA THIS WEEK AND WILL NOT KNOW DEFINITELY UNTIL HE RETURNS NEW YORK FRIDAY FOURTEENTH WHETHER HE WILL BE ABLE MAKE ~~[illegible]~~ EXERCISE LONG HORN. WILL WIRE YOU AGAIN THEN.

DOROTHY MEDONOUGH
SECRETARY

1-13-7

March 12, 1952
(Dictated March 7)

Dear General Gay:

This is a hasty note on the eve of my departure for California.

I will not know definitely until I return from the Coast on March 14 whether I will be able to make Exercise LONG HORN. I should very much like to cover it, and if it is at all possible I shall be there.

Thanks for writing as you did. It would pleasure me greatly to have an opportunity to renew acquaintances.

Sincerely yours,

Major General Hobart R. Gay
Deputy Commanding General
Headquarters Fourth Army
Fort Sam Houston, Texas

(Signed in Mr. Murrow's absence)

HEADQUARTERS MANEUVER DIRECTOR
EXERCISE LONG HORN
Joint Public Information Bureau
Fort Hood, Texas

000.7 AKALH-IN

28 February 1952

Mr. Edward R. Murrow
Columbia Broadcasting Company
485 Madison Avenue
New York, N. Y.

Dear Mr. Murrow:

Just a note to inform you that your brother, Brigadier General Lacey Murrow, will be participating in Exercise LONG HORN. He will be Commanding General of Eighteenth Air Force (Advance).

We are at the present time firming up our courier service out of New York. I am arranging to have you picked up immediately after your broadcast on the 18th at CBS, taken to Mitchell Field, where the courier plane will bring you on to Fort Hood. Please let me know if there will be any one with you. We are also planning to return you to New York after your broadcast here on the morning of the 22nd.

All of the names of your staff have been forwarded to Washington for accreditation. We are looking forward to having you with us. Your contact in New York for transportation and any detailed information on the courier plane will be Captain D. C. Biondi, Public Executive Officer, PIO, First Army, 90 Church Street - Telephone Rector 29100, Extention 8139.

Sincerely,

Robert B. Mackall
ROBERT B. MACKALL
Lieutenant, Infantry
Radio-TV Officer
Joint Public Information Bureau

Pass-off.

HEADQUARTERS FOURTH ARMY
OFFICE OF THE COMMANDING GENERAL
FORT SAM HOUSTON, TEXAS

20 FEB 1952

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, N. Y.

Dear Mr. Murrow

Lt Robert Mackall of our Information Section has informed me that you will be coming down to Fort Hood, Texas in March to cover Exercise LONG HORN for CBS.

We were very happy to learn of your plans and believe you will be able to pick up some good copy and ideas on our current training doctrine. With Lt General William M. Hoge, former IX Corps commander in Korea as our Maneuver Director, we expect the troops to get the added benefit of his recent combat experience. Because of the scope and concept of this maneuver, both air, ground, and airborne, we feel certain that you will be gathering material of interest to the free world.

I will be looking forward to seeing you again and renewing old European and Korean acquaintances.

Sincerely,

Hobart R Gay

HOBART R. GAY
Major General, U. S. Army
Deputy Commanding General

HEADQUARTERS MANEUVER DIRECTOR
EXERCISE LONG HORN
Fort Sam Houston, Texas

In reply refer to:
000.7 AKALH-IN

5 February 1952

We should do this one week. Ed

Mr. Edmund Scott
SEE IT NOW
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Mr. Scott:

Inclosed are fact sheets on Exercise LONG HORN. One is general background information, and the other, phase sequences. I should like to call your attention to three important activities of the maneuver. The first, the airlifting of the 31st Infantry Division into the maneuver area. This will be the first time in military history that an infantry division has been airlifted into a tactical situation. The Air Force will land a plane every five to ten minutes, fourteen hours a day, during this airlift. There will be the dropping of the 82nd Airborne, and the committing of an entire armored division.

I understand from Washington that General Parks either has or is planning to extend a personal invitation to Ed Murrow. We certainly would like to have Mr. Murrow spend some time at Exercise LONG HORN.

We have arranged a broadcast loop from maneuver director headquarters at Fort Hood to A.T.&.T. long lines at Kileen, Texas. These facilities will be at your disposal.

Hope to hear from you at your earliest convenience regarding your plans for "See It Now" at Exercise LONG HORN.

We are providing courier plane service between New York and Fort Hood on an almost daily basis.

Sincerely,

Robert B. Mackall

ROBERT B. MACKALL
Lieutenant, Infantry
Radio-TV Officer
Joint Public Information Bureau

2 Incl
As stated

7:45
19-2-0-51 dt

Exercise LONG HORN

JOINT PUBLIC INFORMATION BUREAU (JPIB)

Fort Hood, Texas

The following is for your background information only and is not to be released for publicity purposes or publicly discussed. Every precaution must be taken to safeguard this material.

Exercise LONG HORN will extend from March 25th through April 11th. It is divided into three major phases with every attempt being made to create actual combat conditions and realism.

PLAY OF THE AIR FORCE DURING ENTIRE MANEUVER

March 20th through March 25th, the 18th Air Force will airlift elements of the 31st Infantry Division from Shaw AFB, South Carolina, into the maneuver area. An airplane will land and take off every five minutes at Temple, Texas, during this phase (in accordance with weather and flight conditions). In addition to this airlift, the 18th Air Force will air-evacuate and resupply U. S. Aggressor Forces constantly during the entire maneuver, and will make several airborne troop drops for the 82nd Division.

The 9th Tactical Air Force will, during the entire maneuver, be devoted to counter air, battlefield isolation, and/or interdiction and close support of ground troops.

PHASE I

(March 25th through March 30th) — March 31st, Rest and Regrouping.

This phase will occur during the first five days of the maneuver. The U. S. Forces, initially composed of the 47th Infantry and 1st Armored Divisions, will be in a defensive position and under constant attack by the Aggressors. The 31st Infantry Division will be airlifted into the area and assigned to U. S. Forces as reinforcements. There will be the parachute assault by units

Exercise LONG HORN (Cont'd)

of the 82nd Airborne (Aggressor Forces), plus a movement through the 47th Infantry Division by the 1st Armored Divison up to the front lines for counter-attack. During this entire phase there will be a tremendous movement of large elements of troops and equipment, plus intensive Aggressor air action.

PHASE II

(April 1st through April 4th) — April 5th, Rest and Regrouping.

This phase will include approximately the next four days and will feature constant ground attacks by Aggressor Forces against prepared U. S. positions. Aggressor and U. S. Air Forces will be tied in a struggle for air superiority. There will be a constant build-up during this period of the U. S. Forces, the seizing of bridgeheads across the Lampasas River and constant preparations for attack. This period will also include vast movement of troops during the night in order to exploit the capture of bridgeheads. The two infantry divisions will be thrown into a double envolopment movement against the Aggressor.

PHASE III

(April 6th through April 11th)

This phase will feature a coordinated all-out attack by U. S. Forces with two entire infantry divisions in a direct pressure attack and the 1st Armored Division in the break-out and exploitation phase, with the mission of securing Colorado River crossing sites.

The entire joint maneuver will be critiqued at Maneuver Director Headquarters on the morning of April 12th.

As you can see, each of these phases will provide constant and sustained action which can be graphically described. There will be unlimited numbers of interviews with soldiers or units in both the ground forces and the air forces. The correspondents will have access to the equipment, such as tanks and planes, of both forces. The wealth of material available for editorial comment, pictures, on-the-spot description, interviews, home town releases and feature stories is limitless.

GENERAL INFORMATION EXERCISE LONG HORN

I RADIO EQUIPMENT PROVIDED BY ARMY

A radio broadcast room will be set-up at the Joint Public Information Bureau with microphones, pre-amphlifiers and a broadcast loop to Killeen Texas. This loop will join with AT&T Long Lines for network or individual station on-the-spot-originations. Power supplies, converters and volt meters will be available for the operation of station tape recorders in the field. The Army will have on hand two (2) Mini-Tape Recorders. These recorders will be used by Army-Air Force correspondents and the marterial on them will be made available to any station or networks. It is recommended that all participating networks and stations provide their own recording equipment.

II TRANSPORTATION

The JPIB will provide transportation for all correspondents throughout the maneuver area. Access through lines and to all units can be accomplished at the request of the correspondents.

III MESS AND QUARTERS

Quarters and Mess facilities will be available at Fort Hood, Texas. Correspondents will have access to, and privileges of the Officers Club.

IV COURIER FLIGHTS

The Air Force will provide courier flights to Dallas, Washington, New York and San Antonio. Correspondents may use these flights for transport to and from the area within space limitations, and to send pictures, tapes, or other material to their home offices.

V PRESS-PICTORIAL-RADIO-TELEVISION-NEWSREEL ASSISTANCE

The JPIB will provide a staff to assist the attending correspondents in every way possible. Briefings will be made daily of the maneuver situation in order that the correspondents may be informed of activities

Inclz

in all areas. Escort and orientation of correspondents when necessary will be provided. Access to planes, tanks and other Army-Air Force equipment will be provided upon request. The 301st Signal Photograph company will support the JPIB. A photographic Laboratory will be set-up in the JPIB for the use of civilian photographers. This Laboratory will process and print all still pictures within the limits of its production capacity.

COMMUNICATIONS

The JPIB will provide the following minimum equipment for the transmission of information and news copy.

a. One direct telephone line (voice-commercial) to AT&T long lines.

b. One broadcast loop (Killeen Texas)

c. Two teletypewriter lines

These facilities will be increased.

MISCELLANEOUS

Facilities will be available for (75) correspondents at one time. Invitations to correspondents will be made by JPIB or the Department of Defense, Washington D.C. All correspondents will be properly accredited and will wear plainly identifiable insignia (available at JPIB) and will carry the prescribed "Press Card" to be issued to them upon arrival in the area. All correspondents will be treated as neutrals and will be allowed free passage through tactical lines. The JPIB will operate on a twenty four (24) hour basis during the maneuver.

SECURITY

The usual four (4) hour delay in the release of names of actual casualties to press, radio and television will be observed.

SUGGESTED FEATURE DESCRIPTION AND PICTURE MATERIAL FOR EXERCISE LONG HORN

1. AIRBORNE LANDING OPERATIONS.

Several phases of Exercise LONG HORN will thoroughly test current

doctrines, equipment and organization for airborne and air landing operations. The bulk of the 301st Infantry Division will be air transported into the maneuver area during the initial phase of the exercise. This division will also be air-lifted out of the maneuver area. It is believed that correspondents could go to the division staging area, see the planning and organization necessary to air-lift a large ground unit, both on the Army's part and on the Air Force's part. The correspondents and photographers could probably accompany the unit during the air-lift, the landing phase and the entrance into the maneuver as a reinforcing division.

While the 82d Airborne Division, acting as aggressor troops, will be largely a ground unit, several practice parachute jumps will be made prior to March 25th. Other combat jumps will be made during the play of the maneuver as the tactical situation warrants.

One of the basic objectives of this maneuver will be to test the current airborne division in extended ground operations. This will offer a good test of organization, equipment, communications, etc, in the airborne division, once the division is on the ground and operating as a conventional infantry division.

All phases of aerial supply and evacuation will be tested in LONG HORN. This will include the use of helicopters, and the support of an armored division in a deep penetration by aerial resupply.

II ARMY AVIATION

The operation of the new helicopter company and the use of individual helicopters and light planes for artillery spotting, reconnaissance and courier work will be tested during Exercise LONG HORN. Different stories may be developed pictorially as a feature or a combination and may cover the entire field of Army aviation or new developments in the use of the helicopter transport company, both as a means of supply, evacuation and for troop transportation in a tactical situation.

III AIR-GROUND COOPERATION.

The use of a large aggressor force and an aggressor Air Force will

permit a realistic play of air-ground cooperation. Air-ground liaison officers, both in J3 and J2 Sections, are determined to make this play as realistic as possible. There will be no faking or artificial situations created.

IV PSYCHOLOGICAL AND GUERILLA WARFARE

As a training device and as a further test of current doctrine, psychological warfare will be actively played during this maneuver. Propaganda teams, loud speaker and leaflet warfare will all be used to break down military efficiency and resistance of participating forces.

Special guerilla detachments will be established by aggressor forces. These units will have a dual mission, that of testing our concepts of enemy guerilla tactics, and keeping American forces alive to the necessity for anti-guerilla measures at all times.

V MILITARY GOVERNMENT

It is contemplated at this time that military government units will further their training by actually taking over and running some of the smaller localities in the maneuver area. This story would have excellent possibilities for showing the public our current concepts of military government.

VI NIGHT OPERATIONS

Based on current experience in Korea, all phases of night operations will be thoroughly tested in Exercise LONG HORN. These stories, both in text and pictures, will bring out the difference between day and night operations, what types of missions are suitable for night operation, the differences in equipment and preparation, and what we are doing tactically to prepare ourselves for night combat, as well as the use of special night fighting apparatus such as sniperscopes, listening devices, and battle-field illumination.

VII AGGRESSOR FORCES

Exercise LONG HORN will have the largest aggressor force ever assembled. This force will include the 82nd Airborne Division, tank

units, fighter bomber support, and other supporting troops. The general background of the aggressor concept, its previous use in maneuvers, and the vast amount of time necessary to convert an American unit of this size into a "foreign force" will be good story material. The 82nd will become a completely new organization with special appressor names, uniforms, background, etc.

This aggressor force makes possible a realistic intelligence play in a tactical situation that is as close as possible to actual combat. In addition to realistic maneuvers, it provides a force constantly in being for the testing of new and original tactical concepts and trains our troops to fight against an enemy different in name, organization, equipment and doctrine.

VIII MODERN COMBAT INTELLIGENCE

The use of an aggressor force permits a realistic intelligence play and the proper realistic operation of an intelligence section. LONG HORN will be an excellent opportunity by means of feature stories, pictures, etc., to show the American public our general methods of gathering intelligence on the battlefield. General information on the organization of an intelligence section, interpretation, dissemination, can be shown in a realistic manner during LONG HORN. General operation of special teams, such as photo interpretation, order of battle and prisoner of war interrogation teams can be graphically described and illustrated showing the large organization that goes into the production of combat intelligence.

Harshbarger, Frederick

3N

May 20, 1952

Dear Mr. Harshbarger:

I am sure that you know better than I that there are more than five hundred Mock Political Conventions conducted by colleges througout America. We had to select one. Our first choice was Oberlin College; our second, Washington and Lee. We settled on the latter because it took place on a Monday and Tuesday, therefore giving us five succeeding days in which to edit the film and prepare it for our Sunday broadcast. If we had used the Oberlin Convention, we could not have possibly gotten the final scenes in until Sunday morning. We need a minimum of two days in which to edit an essay which runs eight minutes.

I would not presume to advise you as to how you can make sure your 1956 Convention gets on television. After all, "See It Now" is but one of many programs. By 1956 we may not be on on Sundays; as a matter of fact, we may not even be on at all. Or you yourself, or one of your classmates may be running the program and have to decide if it is the showplace for the 1956 Oberlin Convention.

Should "See It Now" be on in 1956, and should this tired old man still be in the position of making such decisions, you may tell your descendants on the campus that we shall look favorably toward the prospect of covering Oberlin for '56.

Respectfully,

Fred W. Friendly

Mr. Frederick Harshbarger
National Chairman,
Oberlin Mock Convention, 1952,
Oberlin College,
Oberlin, Ohio

cc: D McD.

May 5, 1952

Mr. Fred Friendly
CBS - TV
485 Madison Ave.,
New York, N. Y.

Dear Mr. Friendly:

On last May 2 and 3 Oberlin held its Republican Mock Convention. Beginning with the Parade on Friday afternoon with Senator Morse riding on one of our elephants, the Convention was filmed by CBS television. As you know, we went to a lot of work to bring this, the biggest and oldest, Mock Convention to your attention. We talked with your office, other people in CBS and Alcoa. But, the May 4th "See it Now" show did not carry our Convention.

This raises a question in our mind which we sincerely hope you will take time to answer.

As you can guess, Oberlin will be having another Convention in 1956. As the retiring Chairman, I want to leave them with good advice. The question to be answered is, should they even try for any national television coverage?

On your May 4th program you used the Washington and Lee Mock Convention. As we watched - we could see that it had many desirable features for a broadcast that wants to - or perhaps has to - conform to the prevailing national political views. The Washington and Lee Convention had strong Taft and Eisenhower blocks - with the final decision going to one of the two major candidates.

We talked to a man from the National Youth For Eisenhower office in New York who came to our Convention. He told us our Convention was no longer a first rate Convention - that Washington and Lee state delegations try to follow a balloting procedure which their counterparts at the National Convention will follow. For that reason, he felt they were more realistic. He also said that for that reason he was able to help sway that Convention to Eisenhower by convincing their Pennsylvania State Delegation that on the national level it would go for Eisenhower.

We can also see that it was technically easier for you to gather the movie film into a meaningful story with their Convention coming earlier in the week.

These three points we recognize as possible factors in affecting your choice. Oberlin's Convention differs from the Washington and Lee Convention in the following ways.

The Oberlin students work for almost three months on a very detailed platform and a suitable candidate. Out of the 18 nominations this year, the two major candidates did not have the same balance of power as they do on the national scene.

The Oberlin State Delegations follow their own feelings - not necessarily the feelings of their own states. The students are acting as if the burden of picking the country's next Republican leader was on their shoulders. Some states back candidates which have a realistic chance on the national scene - others back candidates which more closely could carry out their views and their ideas as expressed in their platform. This results from the emphasis in the Oberlin Convention for education. The Eisenhower man who came to Oberlin hurt his candidates' chances. His appearance resulted in a negative motivation on the student body as they did not want to be pressured into any candidate by anyone from the outside.

Our Convention is, then, purely an expression of Oberlin students as they are affected by their own thinking and campus politics - just as the national convention is affected by the politicians' thinking and national politics. We have never contended that we were trying to predict the nominee at the national convention.

I think you see the difference between the manner in which our Convention is conducted and the manner in which the Washington and Lee Convention is run. I am certain, on looking at the film taken of our convention, you will have to admit that our Convention was a great feat for students to put on - with no college financial help or aid in any way.

Our convention stresses a student convention for students, in order to show them that what they actually think and do can be translated into a national political choice by participating in politics. The question becomes, in 1956, should we take the trouble to bring our Convention before the eyes of television? Does television want this type of Convention? If our Convention had happened to have two strong candidates in Taft and Eisenhower, would you have used our Convention?

Many people on this campus have discredited CBS for their failure to use our Convention on "See It Now". They feel that you may have censured a free expression of student thought. I doubt if this is the case. I would like an explanation (and possible suggestions) of policy so that we can pass on good advice to future Conventions.

I will look forward to an early reply from you.

Sincerely,

FH:rk

Frederick Harshbarger
National Chairman

cc Edward R Murrow

208 Burton Hall
Oberlin, Ohio
May 5, 1952

Mr. Edward R. Murrow
CBS-Television
485 Madison Avenue
New York, N.Y.

Dear Mr. Murrow:

It is unfortunate that the occassion on which I choose to write to you is this particular one, since, in the past, I have been on the point of writing to you several times, to tell you how much I have appreciated the wonderful work which you and your outstanding staff are doing on "See It Now." However it seems that most of us are more vocal in our criticism than we are in our praise, all other things being equal. You have more than deserved all the words of praise that have been showered on you and your program by the outstanding critics and journals of the country. There is little doubt that your show is now an important influence on the thinking and political awareness of many millions of American television viewers.

It is for precisely this reason that I write to you about a recent decision that was made on "See It Now", as to its content for the May 4th program. This is in reference to the decision not to cover the Oberlin Mock Convention of May 2d and 3d, although, as you probably know, a camera crew from CBS-affiliate WXEL shot several hundred feet of the Convention, on orders from CBS in New York. Yet this footage was not used, because, according to Mr. Fred Friendly, the nomination of a candidate other than General Eisenhower or Senator Taft would not be "newsworthy." Because of this, coverage was given to the Washington and Lee Convention, which had 'wisely' chosen the General.

Certainly I would not question your right to chose the footage which you run on your program. I would, however, question your decision in this particular case, and what appears to be the decision of many of the organs of the national media, that our Convention was not newsworhty, because our choice was not one of the two major condidates. Senator Wayne Morse, in his address to the Convention, as Permanent Chairman, made reference to the tremendous influence which the mass media now have, as never before, on the choice of candidates for high public office. It is just such decisions, Mr. Murrow, which set in motion, or at least perpetuate the vicious cycle which limits this choice. For, since the press has the power to make individuals major candidates in the first place, because of the mass audience it reaches, and then has the 'responsibility' only to cover such events as relate to these major candidates, it is next to impossible for outsiders, such as our Convention's choice, Governor Earl Warren, to break into the cycle.

As a matter of fact, Mr. Murrow, you may be interested to know that our Convention was antagonized by the knowledge that a certain national picture weekly anticipated coverage only if the nomination of its own editorial choice was obtained. Unfortunately, too many people in other places would be, and are, influenced positively by such knowledge, rather than somewhat negatively, as was our Convention. It seems unfortunate that, because a college group chooses its nominee without reference to the possibility of national coverage, such coverage must be denied it.

I look forward to a personal reply from you, at your earliest convenience. I hope that you will realize that this letter is written in a spirit of friendly criticism, and because of my recognition of your important influence in national affairs, most of which influence I feel has been for good causes. I hope that "See It Now" will once again resume its role of a progressive leader of public opinion, rather than a mere reporter of already-'significant' news. Your program has an editorial influence; may it be a progressive one in the future.

Sincerely yours, Michael Berle

S 11V
Hayward, Leland

April 7, 1952

Dear Leland:

This is to say my best thanks for your note and the pictures.

I'm glad you liked the Berlin bit.

Sincerely,

Mr. Leland Hayward
655 Madison Avenue
New York 21, New York

(Dictated but not signed
by Mr. Murrow)

nic

LELAND HAYWARD · 655 MADISON AVENUE · NEW YORK 21, N.Y.

February 12th 1952

Dear Ed:

I took these pictures of you a couple of weeks ago - I thought you might like to have them.

Thanks for the Irving Berlin boost. I shall always remember you as completely impartial.

Sincerely

Leland Hayward

Mr. Edward R. Murrow
CBS
485 Madison Avenue
New York City

encl.

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TELEPHONE TEMPLETON 8-5100 · CABLE ADDRESS: HAYWIRE NEW YORK

Hayward, Mrs. Leland

SN

November 25, 1952

Dear Mrs. Hayward:

You were gracious and thoughtful to send a wire about our November 16 piece. I can't believe we were that good, but I am most grateful for your thoughtfulness.

Sincerely yours,

Mrs. Leland Hayward
36 Shelter Rock Road
Manhasset, Long Island

dm

ICE
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WESTERN UNION

(18)

W. P. MARSHALL, PRESIDENT

SYMBOLS
DL=Day Letter
NL=Night Letter
LT=Int'l Letter Telegram
VLT=Int'l Victory Ltr.

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

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SY HEA012 N TDHE MANHASET NY 16=

EDWARD R MURROW=

CBS 485 MADISON AVE NYK=

DEAR MR MURROW YOURS OF LAST NIGHT THE BEST USE OF A CAMERA STILL STOP MOVING STOP OR TELEVISION STOP THAT I HAVE EVER SEEN THANK YOU=

MRS LELAND HAYWARD=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Heiskell, Andrew
S/N

LIFE

TIME & LIFE BUILDING
ROCKEFELLER CENTER
NEW YORK 20

PUBLISHER'S OFFICE

HAVE TALKED WITH BRADSHAW — GOOD MAYBE BUT TOO RICH FOR OUR BLOOD.
F.F.

November 12, 1951

Dear Ed:

I understand that you and your associates are considering D. Y. Bradshaw for a possible job in connection with your new venture.

I hope you will allow me to say a few words about him. As you know, he worked for a number of years at MARCH OF TIME and has always done an excellent job. I personally had close contact with him on several occasions when we have prepared special films for television and can certify to his ability, imagination and, most importantly, to the fact that you can count on him.

If there are any questions you want to ask me, please don't hesitate to call.

Best luck, and best regards.

Sincerely,

Andrew

Andrew Heiskell

Mr. Edward Murrow
Columbia Broadcasting System Inc.
485 Madison Avenue
New York 22, N. Y.

Holden, Ed.

nsa S/N

The Lambs
130 WEST 44TH STREET
NEW YORK 18, N. Y.

January 7,1952

Mr.Edward R.Murrow,
WCBS-TV,
New York City

Dear Ed:

Please accept my heartiest congratulations and commendation on your wonderful new show " See It Now ".

I think it is one of the finest programs on television to-day and you most certainly are deserving of the highest praise that can be accorded for producing and putting on this program.

I have more friends looking at it now than seems possible - I tell them all about it and after watching it once they all say the same " I wouldn't miss it for anything ".

We don't see you around here very much - which is too bad for us.

Very sincerely,

Ed. Holden

Comdr Ed. Holden

EWH/bh

S/N

April 29, 1952

Dear Fred:

Many thanks for your generous and gracious communication. The reaction to the show — (4/20/52) across the country appears to be excellent and again, I want to say my best thanks to you.

I have written a small epistle to Lehky, copy attached. Let's keep in touch.

As ever yours,

Lieutenant Fred A. Joyce, Jr.
Office of Special Assistant to the
Commanding General
Headquarters Strategic Air Command
Offutt Air Force Base
Omaha, Nebraska

EDWARD R. MURROW
485 Madison Avenue
New York, New York

April 25, 1952

Dear General LeMay:

I regret that I had no opportunity to come see you while in the Omaha area. We were literally shooting film day and night for television coverage of the flood. The program achieved some degree of success and much of it was due to the magnificent co-operation of officers of your Command. I should like to mention Major Lyle Jones, 30th Communication Squadron, who provided us with a generator and moved it into position on the dike; Major Lawrence Casey, 3902nd Air Base Wing, who was instrumental in securing reconnaissance photographs for us; and Captain Robert L. King, 30th Communications Squadron, who aided in making advance arrangements. I should also like to mention particularly the day and night, indefatigable, and always courteous, co-operation of Lieutenant Fred A. Joyce, Jr., without whose aid the job couldn't have been done.

I have knocked around with the Air Force a great deal in England, North Africa, France, Germany, the Berlin Airlift, and Korea and never have I encountered a higher degree of co-operation and assistance. In Washington the other day I took the opportunity of telling General Hoyt Vandenberg about it. While talking with him, I raised the possibility of our doing an extensive television program on a B36 and its crew, and he gave me reason to hope that permission will be granted before too long.

Sincerely yours,

/s/ E.R.Murrow

General Curtis E. LeMay
Headquarters Strategic Air Command
Offutt Air Force Base
Omaha, Nebraska

cc: Lt. Joyce

April 24, 1952

Dear Lt. Joyce;

1. The undersigned is in receipt of your letter of 22 April 1952, has read and digested it and has made copies in line with the Army tradition which he knows so well.

2. As he has so often told Privates Murrow, Zousmer, Scott and Barnett, "Don't tell me your troubles."

Very truly yours,

Fred W. Friendly

Lt. Fred A. Joyce, Jr.
Office of Special Assistant
to the Commanding General,
Headquarters Strategic Air Command
Offutt Air Force Base,
Omaha, Nebraska

cc: Murrow
Zousmer
Scott
Barnett

22 April 1952

Mr. Fred W. Friendly
Columbia Broadcasting System
485 Madison Avenue
New York 22, New York

Dear Mr. Friendly:

This is to certify that during the period 17-18 April inclusive I lived, ate, slept, drank, walked, rode and crawled with your "See It Now" crew, never letting them out of my sight for more than the time it took to go to the bathroom.

As a fully accredited Fred W. Friendly spy, I herewith submit my report.

Mr. Edward R. Murrow did climb a mountain of mud and clay to interview the pilot of an earth-mover. He did stand on the Douglas Street Bridge until 5 am interviewing philosophers in air-raid hats and making crazy circles in the sky with a $500.00-an-hour searchlight.

Mr. Jesse Zousmer did set the new light heavyweight world record for typing 15 minute radio news scripts while balancing a bottle of Scotch on the head. He also did achieve "LIFE-like" photographs of a two day river-rat-race.

Mr. Ed Scott did locate, drive a truck to, and direct the greatest flood scenes ever recorded on film and sound. He did all this while obtaining only 1 hour and 17 minutes sleep in a period of seven days.

Mr. Martin Barnett did stand out in a cold, driving rain storm from sunup to the going down thereof, photographing flotsam, jetsam and Ed Murrow, and did then retire to his hotel room to dry and clean his richety old camera equipment with hotel towels only to don his sopping trousers and go out into the cold night to photograph dark waters, searchlights and Ed Murrow until 5 am.

Mr. Don Geis did achieve sounds never before heard by human ears with sound equipment plainly marked "General Grant's Army Signal Corps." He did further unwind and rewind mud-covered wires 4,761 times, each time running the wires through his hands to remove the tons of mud clinging thereto.

Mr. John "Shorty" Richardson did, without concern for his personal safety, hang by his toes from a hovering helicopter as the viscous Missouri rushed beneath.

In witness hereof, I hereby affix my signature hereto.

Yours truly,

FRED A. JONES, JR.
2d Lieutenant, USAF
Office of Special Assistant
to the Commanding General

cc: Ed Murrow
Jesse Zousmer
Ed Scott
Martin Barnett
Don Geis
John Richardson
file (X)

HEADQUARTERS STRATEGIC AIR COMMAND
OFFUTT AIR FORCE BASE
OMAHA, NEBRASKA

21 April 1952

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York 22, New York

Dear Mr. Murrow:

If there was ever any doubt in your mind that you would produce one of the most outstanding television news programs ever seen in America, I hope you are now resting easy. Your show of yesterday made all the slogging through the mud, the back-breaking work of moving equipment, and the day and night schedule of shooting worth it many times over. Everyone here was deeply moved by your handling of the story and grateful for your plea at the close. We can only hope it will do the good you meant.

You asked me to furnish the names of the officers on the dike who aided us in shooting the Air Force sequence. Their names follow: Major Lyle M. Jones, 30th Communications Squadron, who moved the generator into position; Captain Robert L. King, 30th Communications Squadron who aided Major Jones and made advance arrangements with me; and Major Lawrence R. Casey, 3902nd Air Base Wing, with whom you and Major Jones discussed reconnaissance photographs of the river.

It was a personal thrill to work with you and your crew and I hope the opportunity comes again during the eight months I am in the Air Force or a later time when I return to public relations in Chicago.

My best wishes for your continued success.

Sincerely,

Fred

FRED A. JOYCE, JR.
2d Lieutenant, USAF
Office of Special Assistant
to the Commanding General

Kaufman, Jerry
3/11

Hal A. Salzman, inc.

PUBLIC RELATIONS

2 West 46th Street
New York 19, N.Y.
JUdson 6-4300

May 8th, 1952

Mr. Edward R. Murrow
CBS
485 Madison Avenue
New York, N.Y.

Dear Mr. Murrow:

Congratulations!

The country's top columnists---300 of them f rom coast-to-coast--including L ouis Sobel of the Journal-American, Frank Farrell of the World-Telegram, Mel Heimer of King Features, Milton Widder of the C leveland Press, Mark Beltaire of Detroit's Free Press, Maurice Eary of the Indianapolis Star, and Ken Steer of the Pittsburgh Sun Telegraph, among others, have just voted you the nation's Keenest News Analyst on TV.

I am sure that this award heaped on the many others you have been receiving, comes to you with a great deal of gratification. I know that you will be pleased to learn also, that you nosed out a good many other top names in your own field for this title.

Personna Blades, in cooperation with the columnists, is sponsoring this award. They have prepared a citation in the form of a giant-size blade inscribed with your name and the message of public service you have performed in entertaining and educating your fellow Americans. We would like to make this Award to you, on behalf of the 300

participating columnists, on your show. The A ward could be presented to you on your show by one of the nominating columnists, or if you wish, you can just show the Award on your program which w e can also arrange.

Please let us know when we can meet with you or your representative to discuss a suitable time in the near future for presenting this Keenest News Analyst Award to you.

Congratulations again for so justly winning this Award, and awaiting word from you as to its acceptance, I am,

Keenly y ours,

Jerry Kaufman

Jerry Kaufman
HAL A. SALZMAN, Inc.

l:jk

S/N

January 24, 1952

My dear Mr. Secretary:

It was good to have you as a brief visitor on our SEE IT NOW program last Sunday. From the comments I have heard and from radio and press reports, I feel your contribution was very valuable.

We're all distressed here that our planned story on the U.S.S. Sablefish didn't come off as well as it might have.

I must take this opportunity, however, to tell you of the excellent co-operation the officers and men of the Sablefish gave our own television crew. From each of our reporters and technicians, I received the impression that the conduct, willingness to work at all hours, and the general spirit of the Sablefish personnel created a strong, new respect for the men of the submarine service and the Navy.

I should appreciate any effort you might personally make to acquaint the men of the U.S.S. Sablefish with our sincere appreciation for their outstanding co-operation under difficult conditions.

We are encouraged by our reception on the Sablefish to schedule television programs from other navy ships sometime in the future.

Sincerely yours,

The Honorable Dan A. Kimball
Secretary of the Navy
Washington, D.C.

3/W

FEBRUARY 4, 1952

ROGER SULLIVAN
CHIEF, TRAFFIC CONTROL
IDLEWILD AIRPORT

MANY THANKS TO YOU AND YOUR CREW FOR AN OUTSTANDING JOB

YESTERDAY REGARDS

ED MURROW

T250-43

KLZ

RADIO STATION KLZ

"THE PIONEER STATION OF THE WEST"

DENVER 2, COLORADO

TELEVISION, INC.

S100

January 9, 1952

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York 22, New York

Dear Mr. Murrow:

Under separate cover I am returning the TVR of your December 2nd "See It Now" show. We certainly appreciate you lending it to us so that we could screen it for our staff and I want to add my congratulations to those of Mr. Terry for a job well-done.

Believe me when I say that it is television such as this that makes all of us in Denver wish to hell we had it now. We hope to rectify that situation soon.

Thank you again.

Sincerely,

RADIO STATION KLZ

Clayton H. Brace

Clayton H. Brace, Director
Television Research

CHB:jrc

S/N

January 3, 1951

Dear Hugh:

Just a note to say my thanks for yours of December 12 and to tell you that the kinescope of our December 2 SEE IT NOW show has gone out to you.

I'm glad you liked it and am most grateful for your words of encouragement.

As ever yours,

Mr. Hugh B. Terry
Radio Station KLZ
Denver 2, Colorado

RADIO STATION KLZ

"THE PIONEER STATION OF THE WEST"

DENVER 2, COLORADO

LEVISION, INC.

December 12, 1951

Mr. Edward R. Murrow
CBS-TV
485 Madison Avenue
New York 22, New York

Dear Ed:

I was in New York ten days ago, and had the rare pleasure of seeing your TV show "See It Now". Needless to say, it was a wonderful program, and I can only echo what all of the others have said about it. I congratulate you on a great job.

We have monthly classes for our own staff on television, and like to show them kinescopes of some of the top shows. We have had quite a number of the CBS kinescopes to show to our staff for educational and training purposes, but the one I most especially want is the kinescope of your "See It Now" show which was broadcast on Sunday, December 2, and had the sequence in it about what happens to a pint of blood. If it would be possible to get this, we would appreciate it very much.

Keep up the good work. I hope some day to have Edward R. Murrow on KLZ-TV.

Best holiday greetings,

Hugh B. Terry
General Manager

HBT:mmm

Kolodin, Irving

S/N.

April 17, 1952

Dear Irving:

I must confess that both Ed and I were slightly confused as to exactly who you were when we saw you at the Algonquin the other day. After you left, Ed said, "Isn't that Irving Kolodin who helped us with our original music when SEE IT NOW was HEAR IT NOW?" Of course he was right, but by then you were out on 44th Street. Please forgive us; we're still very grateful to you for your help at that time.

We were both quite intrigued with your suggestion of the Metropolitan Opera and the Circus and even went so far as to check the itineraries of both companies to see if and when they would ever be in the same town on the same day. Unfortunately they will not. We had thought of doing a Circus piece, but have given it up, at least for this year, because of Mr. DeMille's rather pretentious effort in this area.

More specifically, we are fooling with the idea of doing something on a symphony orchestra on tour or in rehearsal, and if we ever get around to it, we may bother you for assistance.

Ed had asked me to check the itineraries of the Circus and the Opera, and I am, therefore, taking this opportunity in his name and mine to acknowledge your very kind letter, and I hope that we will have the pleasure of working with you again. As you put it,

Yours for more aluminum,

Fred W. Friendly

Mr. Irving Kolodin
Recordings Editor,
The Saturday Review of Literature,
22 West 45th Street,
New York City 19, New York

short, they [illegible]

The itin[illegible] the spring tour is: Cleve[illegible] 14-19), Boston (April 21-[illegible]), Washington, (April 28-29), Richmond (April 30), Atlanta (May 1-3), Birmingham (May 5-6), Memphis (May 7-8), Dallas (May 9-[illegible]) and Houston (May 12-13).

From Texas the company will go to Oklahoma City (May 14), Des Moines (May 15), Minneapolis (May 16-18), Bloomington, Ill., (May 19-20), Lafayette, Ind., (May 21), St. Louis (May 22-24), Toronto (May 26-29) and Montreal (May 30-31).

CIRCUS
BOST - May 13-18
Wash DC - May 20-25
Phila - May 26th

The Saturday Review
of LITERATURE
25 West 45th Street, New York 19, N. Y.

Irving Kolodin, Recordings Editor

April 10,1952

Dear Mr. Murrow:-

Seeing you at lunch today, after looking in at the circus yesterday at Madison Square Garden and the Metropolitan Opera earlier this evening, set in motion a chain reaction which mushrooms into this epistle. The Metropolitan company leaves on its annual tour next Monday with a week in Cleveland followed by one in Boston. This, of itself, could be an interesting subject for one of your feature spots --what the Met. company looks like out of town, how it travels, etc. If, by any wild chance, it would be moving in a course parallel to the circus tour, a comparison of the two could be entertaining--each with music, ballet, prima donnas (two and four-legged), etc.

Yours for more aluminum//.

Sincerely,

Irving Kolodin

JOHN - INVESTIGATE

The Saturday Review
of LITERATURE
25 West 45th Street, New York 19, N. Y.

Irving Kolodin, Associate Editor

April 10, 1952

Dear Mr. Murrow:-

Seeing you at lunch today, after looking in at the circus yesterday at Madison Square Garden and the Metropolitan Opera earlier this evening, set in motion a chain reaction which sends mushrooms into this epistle. The Metropolitan company leaves on its annual tour next Monday with a week in Cleveland followed by one in Boston. This, of course, could be an interesting subject for one of your feature spots -what the Met. company looks like out of town, how it travels, etc. If, by any wild chance, it would be moving in courses parallel to the circus tour, a comparison of the two could be entertaining--each with music, ballet, prima donnas (two and four-legged), etc.

Yours for more aluminum!

Sincerely,

Irving Kolodin

Krahmer, Alfred

S/10

October 17, 1952

Dear Mr. Krahmer:

I hope you will forgive this belated thanks for your note of September 8 and for the Pass.

Nothing would pleasure me more than to attend the game on November 8, but unfortunately for me Saturday is always a busy day of rehearsal for our Sunday television show and I doubt if I will be able to make it.

Sincerely yours,

Mr. Alfred J. Krahmer
Wagner College
Staten Island 1, New York

nic

NC
Thanks
Sis

WAGNER COLLEGE

STATEN ISLAND 1, NEW YORK

DIRECTOR OF
PUBLIC RELATIONS

September 8, 1952

Mr. Edward R. Murrow
c/o SEE IT NOW
Columbia Broadcasting System
New York, New York

Dear Mr. Murrow:

I watched your program with great interest yesterday, especially that portion which had been filmed at Susquehanna. As you concluded that part of the program, you mentioned that you would be following Susquehanna's progress during the coming football season.

You will be interested to know that they will play right here in New York on November 8 at Wagner College. It is our annual Homecoming game, and we invite you to attend. A pass is enclosed.

Sincerely yours,

Alfred J. Krahmer

Alfred J. Krahmer
Director of Public Relations.

AJK/g
encl. 1

Sept 8 Pass

rehearsal

3/10
SP

May 15, 1952

Dear Bill:

It seemed like a good idea at the time. I tried to make it clear that the horse was untried and unschooled. We haven't had any considerable volume of protest, and I suppose for that we should be thankful. The show just wasn't one thing or the other. Thanks for giving us our "lumps". I'm grateful to you for taking the time to write as you did, and hope you'll continue to bang us on the wrist or another portion of our anatomy, when you feel we need it.

As ever yours,

Mr. William Ladd
The Louisville Times
Louisville 2, Kentucky

mas

BARRY BINGHAM *President*

. F. ETHRIDGE, *Publisher*

LISLE BAKER, JR., *Vice Pres. & Gen. Mgr.*

The Courier-Journal
THE LOUISVILLE TIMES

LOUISVILLE 2, KY.

(14a)

5/5/52

Dear Ed:

Having written a number of complimentary Murrow pieces through the years I claim the right to bark at you for the Gift Silver drivel you had on the air last Sunday.

Just having the horse on the race track for the 78½ Derby was simply pure corn and unworthy of your show. However, I thought I could detect your tongue firmly in your cheek.

The implication that the horse was denied its rights under the American system which guarantees all ends of all horses certain privileges was in extremely bad taste, I thought.

The facts are that Gift Silver had never been to the post, had not schooled from the starting gate, and was to be ridden by a high school boy with no experience. The stewards run the race track. They have a perfect right to bar any horse which in their judgement constitutes a danger to other animals and persons. They do so bar horses day after day on every track in America. There is a schooling list in effect at almost all times. This consists of horses which the starter reports need education in the gate before they can be allowed to start.

Our stewards say that they did not put pressure on the owners ~~to~~ OK refuse Gift Silver. They DID say, they claim, that the 17-year-old high school boy could not ride. In this they were also justified.

What would your reaction have been if Gift Silver had been allowed to start, had crossed over his field at the start, piled up a few horses and maybe killed a rider or so?

I don't complain about you using the feature. We all felt very sorry for the engineer, his wife and the horse, too. I thought the whole business was corny and I was surprised. But I do think that any implication that us hardboots done wrong by the beast was unjustified.

You have a hell of a fine show, Ed. Maybe that's the reason I hate to see you corn it up with stuff like Gift Silver. I couldn't help but compare this broadcast with the one about the Chinese and the Statue of Liberty verse. Could they have been done by the same guy?

Very sincerely,

Bill Ladd

Bill Ladd, ~~radio and~~ television editor.

Lazaron, Morris S.

MORRIS S. LAZARON
ROLLINS COLLEGE
WINTER PARK, FLORIDA

no a S/N

1 E. 66 : N.Y.C. 21
7 : II : 52

Dear Edward Murrow —

That was a singularly fine program of yours Sunday afternoon last. . . More power to you!

My daughter & son in law told me of their pleasant chat with you at the Am. Jewish Committee meetings. .

Cordially
Lazaron

Leonard, Charles
S/N

NOVEMBER 25, 1952

CHARLES LEONARD
UNITED ARTISTREPRESENTATIVE
TELEPHONE: CRESTVIEW 4-1874
BEVERLY HILLS, CALIFORNIA

THANK YOU VERY MUCH FOR OFFERING US FOOTAGE ON MOULIN ROUGE. WE ARE DEFINITELY COMMITTED TO SPECIAL KOREA COVERAGE PIECE ON DECEMBER 28 SHOW WHICH PRECLUDES POSSIBILITY ACCEPTING YOUR OFFER. MANY THANKS.

E.R.MURROW

T250-43

Telegraph
THANKSGIVING
GREETINGS
BEAUTIFUL BLANK • SPECIAL ENVELOPE

WESTERN UNION

1250

W. P. MARSHALL, PRESIDENT

SYMBOLS
DL=Day Letter
NL=Night Letter
LT=Int'l Letter Telegram
VLT=Int'l Victory Ltr.

The filing time shown in the date [illegible] day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

LA027

L.LLA057 LONG NL PD=TDL BEVERLY HILLS CALIF 24=

EDWARD R MURROW, "SEE IT NOW" PROGRAM=

:COLUMBIA BROADCASTING SYSTEM 485 MADISON AVE NYK=

TRIED REACHING YOU BY PHONE TODAY. MUST KNOW SOONEST WHETHER "SEE IT NOW" PROGRAM INTERESTED OBTAINING EXCLUSIVE FOOTAGE MOST IMPORTANT WORLD PREMIERE DECEMBER 23 OF JOHN HUSTON'S "MOULIN ROUGE" STARRING JOSE FERRER, NEW FRENCH DISCOVERY, COLETTE MARCHAND, ZSAZSA GABOR, SUZZANNE FLON, ETC. ANGLES ARE NOT ONLY BIGGEST CELEBRITY TURNOUT AT $100 PER SEAT FOR RUNYON CANCER FUND BUT ALSO HUGH PARTY THEREAFTER AT CACOMBO WHICH WILL BE RENAMED MOULIN ROUGE CAFE FOR OCCASION, AND HOW PRODUCERS RUSHED TO OPEN THEIR BIGGEST HITS IN ORDER TO MAKE THEM ELIGIBLE FOR ACADEMY AWARDS. WOULD APPRECIATE YOUR PHONING COLLECT MY HOME CRESTVIEW 4-1874 OR OFFICE CRESTVIEW 5-4581=

:CHARLES LEONARD UNITED ARTIST REPRESENTATIVE=.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Lieberson, Goddard

3/N

May 2, 1952

Dear Goddard:

Ed and Fred have given consideration to your epistle of March 10. Maybe it could be done. We have no built-in objection to a degree of nepotism. I fear however that if we did a piece on Columbia Records then ALCOA would want us to do a piece on them, and we would end up by having a whole flock of commercials. However, Fred and Ed are considering this matter in our spare time of which we have so much.

As ever yours,

Mr. Goddard Lieberson
Columbia Records, Inc.
799 Seventh Avenue at 52 Street
New York 19, New York

nic

COLUMBIA RECORDS INC.
A SUBSIDIARY OF COLUMBIA BROADCASTING SYSTEM, INC.
799 SEVENTH AVENUE AT 52ND STREET, NEW YORK 19, N. Y.
CIRCLE 5-7300

(20)

GODDARD LIEBERSON
EXECUTIVE VICE PRESIDENT

March 10, 1952

Dear Ed and Fred:

(Any relation to Smith & Dale?)

If you are making a documentary feature about the movie industry, how about coming backstage on the record business?

If it would not be too nepotistic, we might even use I CAN HEAR IT NOW as the point of departure.

What do you think?

All best.

Cordially,

Goddard

Messrs. Edward R. Murrow
and Fred Friendly
Columbia Broadcasting System
485 Madison Avenue
New York, N. Y.

GL/dp

TRADE MARK

S/11
Lilienthal, David

JANUARY 10, 1952

MR. DAVID E. LILIENTHAL
PRINCETON INN
PRINCETON, NEW JERSEY

PLEASE HOLD FOR ARRIVAL

DUE TO HEAVY FILM FOOTAGE FROM KOREA FOR SUNDAY'S SHOW HAVE DECIDED

POSTPONE ATOMIC ENERGY PIECE. WILL ADVISE DATE OF RESCHEDULING. REGARDS

ED MURROW

Lindbergh, Charles A.

noted and returned

Scotts Cove
Darien, Conn.
April 29, 1953

5/10

Dear Mr. Murrow:

Your March 18th letter arrived just after I had left on a month's trip which kept me almost entirely out of contact with office and mail. I want you to know how much I appreciate your invitation to appear on the television program. I hope you will understand when I say that I am most anxious to continue living and working quietly, and have therefore, for some years, declined all invitations to speak or take part in public occasions.

It was very considerate of you to write. Many thanks.

Sincerely,

Charles A. Lindbergh

Charles A. Lindbergh

SN

March 18, 1953

Dear Colonel Lindberg:

The Saturday Evening Post people were in to see me about doing a portion of our television program, See It Now, in conjunction with your forthcoming series of articles. We told them we would be very interested in doing something with Colonel Lindberg and that if that would help them so much the better. They are all for it, but feel the invitation to you must come from us.

It is my suggestion that you and I could sit down around a table and chat for an hour or so about your Paris flight. It would be my intention to film the entire conversation and then you and I could view it together and determine which sections would make the best historical document. If you so desired, the entire interview could be done at your home in an hour or two. We have done similar interviews with President Eisenhower and Senator Taft and feel we are equipped to do it with a minimum of inconvenience to you and your household.

I shall hold myself in readiness to discuss this with you further and should be delighted to come talk to you.

Sincerely yours,

Colonel Charles E. Lindberg
Scotts Cove
Darien, Connecticut

nic

McClure, Bill

9/N

COLUMBIA BROADCASTING SYSTEM, INC.
485 MADISON AVENUE, NEW YORK 22, N.Y.
PLAZA 5-2000

21 Rue de Berri
PARIS Nov. 23rd

Dear Ed:

If a lone voice from the jungles of Berlin and SHAPE can be heard, I would like to add to the multitude of congratulations inflowing for See It Now. The reviews have just reached us here and they have really created a good morale in the unit. Our maximum hope, that contributions from this camera will sustain the crescendo.

Sincerely yours,

Bill

BILL McCLURE.

Mr. Edward R. Murrow
Columbia Broadcasting System
Madison Avenue at 52nd Street
New York 22, N.Y. U.S.A.

McClure, Bill

CBS TELEVISION

Office Communication

S/N

to: Messrs. Jones and White

from: Fred Friendly

November 14, 1952

Now that Management has decided that it does not want to buy a station wagon for the "See It Now" European operation, it puts us right back where we were several months ago when all our correspondence began. At that time McClure wanted to borrow $2,500 against his salary to purchase a station wagon himself and then to charge CBS on a per mile basis. This request was answered by a decision on the part of Management to investigate the possibilities of CBS buying a station wagon. For this reason McClure was told to cease and desist until a decision had been made. CBS does not wish to purchase a station wagon, so what do we do now? McClure's Kaiser automobile does not function. Will we, as requested in my memorandum of October 14th, arrange for him to borrow the money which should be amortized in less than three months? It has been ninety days now since McClure has been without transportation of his own. This is one hell of a way to run a railroad, but it would appear that I am the prisoner of other people's decisions. I am not inclined to write another memorandum about this subject. I have left McClure's last three cables unanswered. I will not answer him until I have some way of knowing how we will solve this dilemma.

FWF:mf
CC: Mr. Murrow

Mack, Charlie

HEARST METROTONE NEWS, INC.

NEWS OF THE DAY

EDITORIAL OFFICES AND STUDIO
450 WEST 56TH STREET
NEW YORK

WASHINGTON OFFICE
% M. G. M. EXCHANGE
1005 NEW JERSEY AVENUE
WASHINGTON 1, D. C.
PHONE: DISTRICT 0254

January 12, 1953.

Mr. Edward R. Murrow
Columbia Broadcasting Co.,
485 Madison Ave.,
New York, N. Y.

Dear Ed:

It sure made me feel proud to be one of the team that produced, "This is Korea - Xmas 1952", when I saw it at the Pentagon screening friday. Andy Berding's background talk before the showing reflected the defense department's pleased attitude that this documentary was made. Joe did a good job in thanking the various services for their cooperation and after the showing there was a spontaneous burst of applause.

I certainly ran the gamut of emotion while viewing it. That poor kid on the stretcher being interviewed by Ed Scott. I think I felt every twitch of pain he had. The Irishman with the magnificient brogue, so thick you could cut it with a knife, and the Frenchman, so realistically nonchalant. The kids and the GI's - each scene and sequence moving so smoothly into place. Fred sure did a superb job of editing. To repeat myself, I am proud to be a part of the team that accomplished such a great first in television journalism.

Now to get back to some unfinished business. Enclosed is attached my check for seventy four dollars. At one time I passed off my poker loses with that old cliche - unlucky in cards, lucky in love - but now that I am old and worn out, it's finally dawning on me that I am just a lousy poker player.

With all good wishes for the New Year and hoping this finds you in the best of health for the inaugural merry-go-round, I am

~~Sincerely,~~

Charlie Mack

BIN

March 27, 1952

Dear Mr. Marx:

The delay in answering your epistle regarding our television effort has been due to the fact that Fred Friendly and I have been arguing about which one should keep it in the very small file of such correspondence that we collect.

We are both grateful for the kind words.

As ever yours,

Mr. Groucho Marx
1150 So. Beverly Drive
Los Angeles 35, California

dm

Groucho Marx

December 20, 1951.

Mr. Edward R. Murrow
Columbia Broadcasting System
Sunset Boulevard
Hollywood 28, California.

Dear Mr. Murrow:

Despite the fact that I am in the employ of a Mr. Sarnoff, I just had to drop you this note of appreciation.

Your Sunday show is one of the few civilized assets that television can boast of. May it waive long on my wave length.

Cordially,

Groucho Marx

Groucho Marx.

Morrell, Patricia

8/N

April 9, 1952

Dear Miss Morrell:

Thank you for your letter of March 31. I am afraid I am the culprit rather than the production people in Pittsburgh. I tried to cover too much ground involving an exceedingly complicated subject in too little time. We shall not, I hope, make that same mistake again.

You may be interested to know that we have not received any volume of complaints regarding that particular program, but I am prepared to believe that the absence of complaints may result from the fact that most of our viewers were less personally interested and less perceptive than you were.

Thanks again for writing with such refreshing candor.

Sincerely yours,

/s/ E.R.Murrow

Miss Patricia Morrell
Radio Station WDTV
Chamber of Commerce Building
Pittsburgh 19, Pennsylvania

dm

cc: Fred Friendly

Television Station WDTV DUMONT

CHAMBER OF COMMERCE BUILDING, PITTSBURGH 19, PA. EXPRESS 1-1071

March 31, 1952

Mr. Edward R. Murrow
% "See It Now
CBS TV
485 Madison Avenue
New York 22, New York

Dear Mr. Murrow:

I felt compelled to sit down to write to you concerning your program which was telecast yesterday afternoon. The general reaction around here, and I am not speaking for anyone at WDTV but the public in general, was very unfavorable. My own personal reaction was one of disgust for your poorly produced TV show.

After telling father and Mr. Murray each had four minutes, you cut the time considerably and thereby interrupted the prepared and important statements which they had to deliver. You even messed up the first question you put to father! Frankly, the show was what our small town local producers here in Pittsburgh would call a "sloppy production," and I don't think I'm mistaken when I tell you that ALCOA received more than one call on it.

You are still, in my estimation, an exceptionally outstanding commentator, but I think it would be to your advantage to do something with or to the lousy production of that TV show of yours.

Sincerely,

Patricia Moreell

Patricia Moreell
Public Relations

PM/vh

81 N.

APRIL 1, 1952

MR. PHILLIP MURRAY
CIO
1500 COMMONWEALTH BLDG.,
PITTSBURGH 22, PA

PLEASE ACCEPT MY PERSONAL THANKS FOR YOUR COOPERATION AND PARTICIPATION IN THE SUNDAY SEE IT NOW PROGRAM. EXCEEDINGLY REGRET LIMITATIONS OF TIME WHICH WERE FORCED UPON YOU BUT MORE AND MORE I REALIZE THAT THE TELEVISION PERFORMER IS A PRISONER OF THE CLOCK, PARTICULARLY WHEN THE PRESIDENT ANNOUNCES HE WILL NOT RUN, NINE HOURS BEFORE AIRTIME. ~~HE~~ TRUMAN'S ANNOUNCEMENT FORCED US TO CUT AN ENTIRE SIX MINUTE PARACHUST STORY. AGAIN OUR REGRETS AND THANKS.

RESPECTFULLY,

EDWARD R. MURROW

T150-43

By F.F.

Myers, Dean A.

The Columbus Dispatch

OHIO'S GREATEST HOME NEWSPAPER

EVENINGS AND SUNDAY

COLUMBUS 16, OHIO

Yes Spiegel getting in touch

3/11 SP.

Jan. 30, 1952

Mr. John Aaron
"See It Now"
CBS-TV
485 Madison Ave
New York 22, N.Y.

Dear Mr. Aaron,

Your name was mentioned to me by Jerome (Tad) Reeves of WBNS-TV as a possible contact for "See It Now," which I would like to do a story on when in New York. I shall arrive and be at the Lexington on Feb. 9.

I would like to meet Ed Murrow and also find out how this program is pulled together from actually the ends of the earth. I would also like to see preparation for telecast so would like to come in a considerable time before air time. But there can't be a rehearsal, or can there?

Hoping you will be able to set something up prior to my leaving here,

Most sincerely,

Dean A. Myers

Dean A. Myers
Radio-TV Editor

File
SIN

May, Richard

June 3, 1952

Dear Mr. May:

This is merely a note to say thank you for yours of May 25. It was good of you to take the time to bring your comments concerning the TV program to my attention.

Again my thanks.

Sincerely yours,

Mr. Richard May
907 Fifth Avenue
New York, New York

Murrow

67 FIFTH AVENUE
MAY 25

(1)

Dear MR. MURROW:

AS AN ACTOR I WISH ONLY THAT SOMEDAY I MAY OFFER A PERFORMANCE - A SHOW - THAT WILL HOLD IT AS INTERESTED AS DID YOURS, ME, TODAY.

I JUST SAT THERE WHEN YOU YOURSELF HAD COME OFF THE AIR WITH NO DESIRE TO MOVE MY HEAD TO LEFT OR RIGHT .. OR MY BODY OUT OF MY COCKFIGHT CHAIR ...

THIS, LONG ENOUGH FOR YOUR ALCOA COMMERCIAL TO COME ON AND SNEAK OFF ... THE NEXT PROGRAM ACTIVATED DIFFERENT MUSCLES AND I WAS ABLE TO RISE AND TURN OFF MY SET.

SINCERELY, RICHARD NEY

Pfanstiehl, Cody

File
S/N

June 3, 1952

Dear Cody:

Just a note to say my very best thanks for yours of April 28.

I'm glad you liked the cancer story.

Sincerely yours,

Mr. Cody Pfanstiehl
American Cancer Society, Inc.
1415 Eye Street, N.W.
Washington 5, D.C.

Charles Lisping

1952 Cancer Crusade

Philip A. Hanigan, Jr., *General Chairman*
Harold S. Fitz, *Vice Chairman*
Joseph W. Leverenz, *Executive Director*

AMERICAN CANCER SOCIETY, INC.
District of Columbia Division
1415 Eye Street, Northwest
Washington 5, D. C.
EXecutive 3692

Wylie W. Barrow, *Chairman*
Advisory Committee

Clayton R. Sanders, *Chairman*
Public Relations Committee

Ralph H. Mittendorff
Treasurer

Mrs. C. Ashmead Fuller
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Wallace E. Barker, Jr.
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Robert Lee O'Brien
Business Chairman

Mrs. Edward C. Magdeburger
Clubs & Organizations Chairman

Richard W. Galiher
Professions Chairman

Earl W. Leach
Mrs. Lindsey P. Rawley
Robert P. Talley
Residential Co-Chairmen

Cody Pfanstiehl
Publicity Director

April 28, 1952

(2)

Mr. Edward R. Murrow
CBS Television
485 Madison Avenue
New York 22, N. Y.

Dear Ed:

To you and your staff, tremendous congratulations for the cancer story on yesterday's "See it Now".

It is the best thing, by a long shot, I have seen television do on cancer.

Cordially,

Cody Pfanstiehl, Publicity Director
1952 Cancer Crusade

CP/BC

Sandburg, Carl

S/N.

March 20, 1952

Dear Carl Sandburg:

This is to say my best thanks for the photograph and, belatedly, for your excellent contribution to the program.

The picture is being framed and will be hung in an appropriately prominent spot in my office. I am extremely proud to have it and shall indeed cherish it.

As ever yours,

Mr. Carl Sandburg
Flat Rock
North Carolina

8/N

18 Jan 52

Dear Carl Sandburg,

To put our phone conversation down on paper:

1. We invite you to be in Washington, Sunday, 10 February, to appear on "See It Now," Ed Murrow's show. Air time is 3:30 - 4 PM, eastern time. Your portion will run about three minutes.

Program tentatively is this:

Murrow will talk of Lincoln's birthday. He will say we asked Carl Sandburg, where would Sandburg take us for memorable places in Lincoln's life. Thereupon film will be shown of: a) log cabin, Hodgenville, Kentucky, birthplace. b) New Salem, restoration, store Lincoln kept. We'll pick the Offut store. c) Springfield, Illinois, Lincoln's home, house he lived in. d) White House, looking from Lincoln's room to Potomac.

Behind these pictures will be Sandburg's voice which we will record ahead of time, possibly when you're in Chicago. A few words on each place. For instance, the birthplace picture ... "So came the birth of Abraham Lincoln the 12th of February in the year 1809, in silence and pain from a wilderness mother on a bed of corn husks and bearskins ..." Or, also from your Prairie Years, the commentary on the New Salem Offut store, Offut's remarks: "Some day he will be President of the United States ... he can outrun, outlift, outwrestle and throw down any man in Sangamon County." You may of course wish to write new commentary for eadh place. This is merely illustration.

2. For the actual broadcast time, we are thinking of having you speak some of your Lincoln poetry from the Lincoln Memorial

statue hall as our cameras pick up the statue and yourself. You may of course wish to write completely new lines.

3. Mr. Murrow's people have agreed that for your services they are to pay you five hundred dollars for the broadcast, plus travel expenses to and from Washington - Charlotte, North Carolina, plus hotel expenses here in Washington. I assume the method of payment will be worked out before broadcast time.

We will call you with complete details in sufficient time. Meantime, if you could work up four brief lines to describe the four places you've chosen, we could then arrange to record your voice speaking these lines, and dub the voice behind the film.

Take good care of yourself and we'll be seeing you.

Affectionately,

Joe Wershba

(SIP) Schoenbrun, D.

Good!

Spec recognition

copy Dm

COLUMBIA BROADCASTING SYSTEM, INC.
21, RUE DE BERRI . PARIS - VIII
ÉLYSÉES 18-47

DAVID SCHOENBRUN
PARIS CORRESPONDENT

April 8, 1952

Dear Ed and Fred,

Someone ought to tell Ike the facts of public life. Those eminent chowder-heads, Buck Lanham and Cabot Lodge, either don't know or are afraid. The latest story about Lanham around here is that he isn't really a yes-man for Ike. Any time Ike says no, Lanham says no too. And that's most of the time.

I fought myself out with Lanham and had one medium-sized bout with Ike himself about the NATO report. I pleaded with him to set a decent release time and predicted that his 0001 time would in any case be violated, as it was. I also tried to get him to do a radio recording separately from the TV spot, but Ike was stubborn as a Kansas mule. He hates both radio and TV and suffers from the delusion that he can virtually do without them. He has the strange complex about TV particularly, that it is purely a publicity medium for publicity-seekers, and it offends his sense of propriety to stand before a camera. I asked him what the difference was, publicity-seeking-wise, between a press conference without cameras and one with cameras and he couldn't honestly explain the moral principle involved. He just doesn't like it.

I am now engaged in a fight with Lanham about calling a news conference, with cameras, as soon as the announcement is official that Ike has requested relief from duty. Our association has made such a request and I'm again the pool man on it. That jerk Lanham says Ike's letter will speak for itself. He insists there will be no more appearances by Ike for us until the day he leaves at a big farewell press conference. And he refuses to discuss the possibility of Ike making any TV or radio addresses on some special trip home, for one of the three occasions mentioned in a previous report of mine. That's up to Ike, says Lanham, and just pushes the papers through to Ike's aide and you never hear about it again.

I think it would be a good idea for Ed to get in touch with Paul Hoffman about this. It is the only way I know to line up Ike futurely. And he is certainly going to need a radio-TV campaign manager, with some authority, or he'll make some bad enemies in our media. God help the man who takes the job. Ike will be very tough to handle, I think.

I'm sorry about the Notre Dame Easter spot. I pulled every possible string to get permission. Philippe Barrès, whose father was one of France's greatest Catholic writers, and the Count de Leusse, of the Quai d'Orsay, a socialite Catholic leader, both called the Archbishop of Paris himself to back up my request. Through them I got to talk to him about it, and he was extremely pleasant. Monseigneur Feltin, the Archbishop, told me the request came too late to be granted. That is, it came just before the beginning of Holy Week, with special services and conferences of the French bishops in Paris all week long. He told me that he would however grant us special permission to make a film inside Notre Dame, with him and the choir, the organ, the bells, processions, almost anything we liked, after Holy Week. I have an appointment with his film director, Father Pichard, next week to discuss this. I think we ought to make a Notre Dame film, perhaps the Easter Service and the Christmas Eve Service, that is, the highlights of each, for future use. I don't think we ought to use Feltin himself, however, for that could date the film should something happen to him.

I would also like to start working with McClure on a Paris tailpiece spot for SIN, a dateless feature piece that we could work on in between other assignments. I am working on a suggested script now which I'll send to you in a few days - a sort of working outline of the project.

Enclosed, you will find two letters to Buck Lanham in which I requested some material for a spot on Ike's resignation. Lanham has already told me it's very unlikely that he can put it through, but I'm going over his head and behind his back on it as discretely as possible, hoping to get something on it. I also have requests pending for exclusive statements (about 30 seconds each) from Foreign Minister Schuman and Defense Minister Pleven on what Ike's resignation means to France. Ditto a plan with Pierre Lazareff to film the extra edition of his paper France Soir (biggest in the country), that he intends to

bring out when the news breaks. We can get a short shot of the paper coming off the presses, the front-page headline in French over Ike's picture, and a news-vendor running out of the building hawking the story on the boulevards.

Some one of these ideas ought to come through for us, I hope.

Meanwhile, best regards to you all from all of us.

David

Mr. Edward R. Murrow
Mr. Fred W. Friendly
Columbia Broadcasting System
485 Madison Avenue
New York 22, New York

DFS/pd
Encs. 2

April 8, 1952

Dear General Lanham,

We would like to make a suggestion to General Eisenhower which we believe would be of considerable public and historic interest.

The suggestion is that the General dictate his letter of resignation on a dictaphone machine, rather than to a shorthand typist.

In that way, we would have a permanent voice recording of this extremely important occasion. It could become, perhaps even to the General himself, a very precious souvenir.

For the American public, it would certainly be of the greatest human interest to hear the General's own voice dictating his letter.

The Columbia Broadcasting System would like to use such a recording in a special documentary report which we are preparing on the occasion of the Supreme Commander's resignation.

Naturally, we understand that any such material would be given to us only after the official announcement of General Eisenhower's request for relief has been made.

It is also understood that this request is in line with your official policy that exclusives may be given when the report requested originates with a correspondent and is unique, which, I believe is the case with this suggestion.

We urge you to give this matter your most serious consideration, and would appreciate your cooperation.

Sincerely yours,

April 8, 1952

Dear General Lanham,

C.B.S. is planning to do a special television report on the occasion of General Eisenhower's request for relief from duty as Supreme Commander, if and when the General does so decide.

There are certain personal and material elements that we need for this report and for which we would greatly appreciate your assistance.

We would like to have short statements, recorded on film at SHAPE, from the following personalities:

1) General Alfred M. Gruenther
2) Field Marshal Montgomery
3) General Juin
4) Admiral Caponi

As you see, we would like to get the international flavor in the comments. If any of these officers are not available, could the comment be forthcoming from some other high ranking American, French, British and Italian officer.

We also want very much to interview the person who actually has typed Eisenhower's request for resignation, such as, for example, Warrant Officer Good or Wave Helen Weaver.

We want also to interview you on the way the news broke over here, including such items of interest as transatlantic telephone calls, telegrams, etc. In that respect, do you or can you make recordings of transatlantic calls that are coming to you on this subject, which we could use for our own radio show which we are planning to do on the same topic.

On the material side, we need certain props for the television show:

1) the pen which Eisenhower uses to sign the letter.

2) an exact carbon copy of the letter itself.

3) the typewriter on which the letter was written. We would like to have Mr. Good or Miss Weaver re-enact the scene at the typewriter, filming over the typist's shoulder the letter as it is being typed.

We intend, of course, to stay within your restrictions on politics at SHAPE, limiting SHAPE's participation in the show strictly to the question of what it means to have the Supreme Commander leave.

We would greatly appreciate your cooperation in this matter.

Sincerely yours,

General Charles T. Lanham
Director
Public Information Office
S.H.A.P.E.
Paris

DFS/pd

Schwartz, Fred J.

B/N

EDWARD R. MURROW
485 MADISON AVENUE
NEW YORK, NEW YORK

October 20, 1952

Dear Mr. Schwartz:

Thank you for sending me a copy of your letter to Dr. Stanton regarding my television program in which Robert Pierpoint made certain comments about the Hollywood films shown to American troops in Korea. Pierpoint was there and I was not, and under the circumstances, I must go along with the foreign correspondent in the field. You may recall that the locale for this particular piece of film was a small island in Wonsan Harbor, some seventy-five miles behind the front. It may well be that the Army's system of distribution of the films made available by the film producers is inadequate.

Subsequent to the receipt of your letter I queried Pierpoint by cable regarding his comments. His reply indicates he was reflecting the attitude of the men on that island with whom he had spent seven days. I cannot, as editor of the program, utter the correction which you suggest without impugning the veracity of one of our foreign correspondents, and Pierpoint does not feel that in that particular piece he did any violence to the truth.

May I add that in the course of attempting to report three wars, it has been my experience that front-line troops complain about the mail, the rations, the movies and the broadcasts they receive.

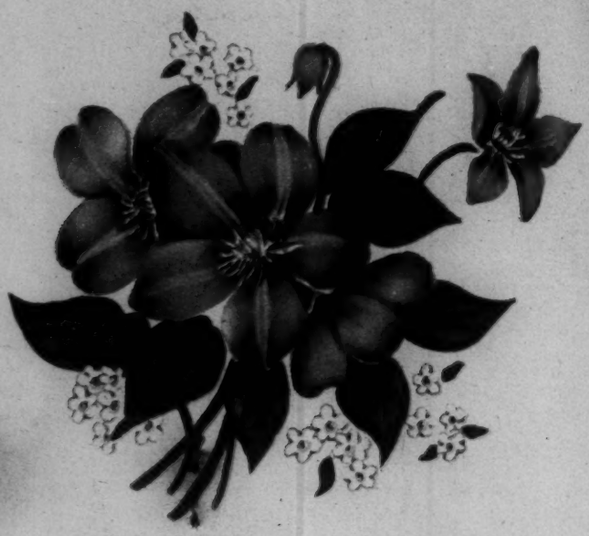
I assure you that it was no part of our purpose to publish by way of television any indictment or disparagement of the efforts the film industry has made in the direction of supplying films for the armed forces. And I can't help wondering what your reaction would be if the television industry should ask for the correction or retraction of "Dreamboat". I found it highly amusing.

Sincerely yours,

Mr. Fred J. Schwartz, Chairman
Motion Picture Industry of the City of New York
Hotel Astor
New York 19, New York

cc: Dr. Frank Stanton
Fred Friendly
With correspondence for his file

Many Thanks
for your GIFT
SIN
SING SHENG
74 EAGLE ST.
SAN FRANCISCO
CALIFORNIA
MAR 4
12:30PM
1952



Dear Mr. Munroe.

Your gift showed
such a lovely thought
Words can't express
the joy it brought
Thank you so much!

Ding & Grace Sheng

Sheridan, Bart

SIN

April 1, 1952

Dear Mr. Sheridan:

Thank you for your letter of March 11. I was sorry not to be able to see you in Hollywood, but my schedule was more than hectic for the few, short days I was there.

I am most grateful for your interest in the SEE IT NOW program, and am sorry to have to tell you that our staff is pretty well complete. We have made no additions for the TV show beyond transferring the HEAR IT NOW crew, and I do not anticipate the need of any additional assistance in the foreseeable future.

Thanks again for writing as you did.

Sincerely yours,

Mr. Bart Sheridan
RKO Radio Pictures, Inc.
780 Gower Street
Los Angeles 38, Calif.

(Dictated but not signed by Mr. Murrow.)

RKO RADIO PICTURES, INC.
780 GOWER STREET, LOS ANGELES 38, CALIF.

March 11, 1952

Mr. Edward R. Murrow
c/o Mr. Samuel Goldwyn
1041 North Formosa Ave.
Hollywood 46, Calif.

Dear Mr. Murrow:

I am a former LIFE staff editor, now in the motion picture business, and I have certain abilities that could materially help you in preparing and executing SEE IT NOW. I have been planning to write you towards the end of the year, when I shall be free of obligations in California, to explore the possibilities of an affiliation with your program.

Such an application would of course be premature at thistime. However, I understand that you are to be in Hollywood briefly, in which case it might be opportune to arrange a few moments' conversation as a preliminary to future communications.

I feel sure you will find a discussion worthwhile, and I shall telephone Mr. Goldwyn's office late on Wednesday afternoon for word as to whether and when a visit will be convenient.

Just to summarize: at LIFE I was news-and-picture assignment editor for four years with Wilson Hicks and Ed Thompson; for another two years I had charge of LIFE's Los Angeles bureau; thereafter I was at The Selznick Studio with Daniel T. O'Shea; more recently I have been here at RKO in a special story-and-advertising capacity.

I shall be looking forward to meeting you. If you should want to reach me apart from the above-scheduled call, please feel free to telephone me at the studio, HOllywood 95911, during the day or at home, EXbrook 36198, in the evening.

Sincerely,

Bart Sheridan

Bart Sheridan

No order or agreement shall be binding on this Corporation, unless in writing and signed by an officer.

Stassen, Harold E.

SMN.

April 9, 1952

Dear Governor Stassen:

This letter will introduce Mr. Henry Hanson of this operation whom we have asked to catch up with you and find out if you will permit one of our reporters and cameraman to follow you around during the last few days of your campaign in New Jersey. What we would like to do is capture the mood and spirit of your campaign as it comes down the stretch. The reason we sent Mr. Hanson along is that you are moving so fast these days that we just couldn't figure out any other way of catching up with you. Anything you can do for Mr. Hanson and for our reporter, Mr. Joseph Warukka, who will follow Mr. Hanson, will be greatly appreciated.

Respectfully,

Edward R. Murrow

The Honorable Harold E. Stassen
Somewhere in New Jersey

Steinhauser, Si

SM

March 28, 1952

Dear Si:

Mike Foster let me see your note to him after I visited Pittsburgh. I think your restraint was admirable, likewise that of Wilber Clark. I didn't know what the hell to do about it but I sure will next time.

The only reason I was fed up was not that I had anything particular to say to you fellows, but on the rare occasion when I am able to get out of New York and Washington it is useful to get both ideas and criticism from newsmen and the Alcoa brass prevented it.

Give me a shout when you are going to be in town again.

Sincerely yours,

Mr. Si Steinhauser
The Pittsburgh Press
Pittsburgh 30, Pa.

(Dictated but not signed
by Mr. Murrow)

nic

correspondence returned
to Mike.

Stern, Ben
S/N

October 6, 1952

Dear Ben:

I'm sorry for the delay in answering yours of August 8. We were off the air and on vacation until September 1, and since then I've been more than buried.

We would like to look at the film and will screen it pronto if you will send it right up.

As ever yours,

Mr. Ben Stern
Civil Aeronautics Administration
Department of Commerce
Washington 25, D.C.

dm

DEPARTMENT OF COMMERCE
CIVIL AERONAUTICS ADMINISTRATION
WASHINGTON 25

September 30, 1952

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, New York

Dear Ed:

If you will look in your file, you should find a letter I sent you on August 8 regarding some movies we have been taking of experiments in evacuation of aircraft downed at sea.

I realize right now the political season is in full bloom, but if you are not interested, please let me know so I can determine how best we can use these films.

Sincerely,

Ben Stern

Ben Stern, Director
Office of Aviation Information

DEPARTMENT OF COMMERCE
CIVIL AERONAUTICS ADMINISTRATION
WASHINGTON 25

Rec'd by Fred 9/15.

August 8, 1952

Fred - might do - lets look

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, New York

Dear Ed:

I realize that you going to have a terrific amount of political material for your TV show beginning in September. However, the CAA, in cooperation with the Air Transport Association, the Coast Guard and MATS has been conducting some very interesting experiments in evacuation of aircraft downed at sea.

We have about completed these studies, during which we shot a considerable amount of film. It is our intention to edit the film and prepare a commentary pointing out the problem and the methods by which an effort is being made to cope with it. Our principle problem is we don't want to scare passengers so therefore the script treatment is most important.

If you believe you would be interested, we would be happy to run off a showing for you of the film and supply the material for the commentary which we, of course, must clear with the cooperating agencies. It will be several weeks before we have it in viewable shape.

Trust you have recovered from the Convention. Apparently most of us as yet have not.

Kindest regards,

Ken

Ken Stern, Director
Office of Aviation Information

Stevenson, Adlai

S/P

February 6, 1952

Dear Adlai:

I think Sunday was useful. Your performance, if I may use the word, was excellent. You have, as I was sure you would have, the indispensable quality for this crazy medium, which is believability. Thanks again.

As ever yours,

The Honorable Adlai Stevenson
Governor of Illinois
Springfield, Illinois

Sussan, Herbert

CBS TELEVISION

Office Communication

to: Mr. Edward R. Murrow

May 20, 1952

from: Herbert Sussan

310

Thank you for the opportunity to discuss the atomic-bomb films with you. I forgot to mention at our meeting that my thought was to shoot matching film in many instances in an American town of parallel size with emphasis on people and their homes...thereby bringing even closer to home with striking clarity the "before" and "after" effects of the atomic attack.

By the way, I have just learned today that effective with the last telecast of "The Ken Murray Show" my staff services with CBS are to be terminated. Apparently, without any intent on my part, I have become involved in the high level politics of network programming.

In any case, I want you to be assured of my complete cooperation in this project. The officer we discussed is: Captain Dan McGovern, 1st Photographic Squadron, Air Pictorial Service, 200 King Street, Alexandria, Virginia. If I can assist in any way, please call upon me at any time. My home address is 8 East 76 Street; my telephone number: REgent 7-3979.

30

CBS TELEVISION

Office Communication

Tues, 5/20 3:00

to: Mr. Edward R. Murrow

from: Herbert Sussan

April 29th, 1952

Yes. 7075 7073.

First, I'd like to congradulate you on an excellent job of vividly presenting documented stories of people and events that shape our lives on "SEE IT NOW". In my mind, these fine presentations achieve maximum impact because they are backed by your outspoken personal convictions.

In the human-interest story of the atomic bomb, which TV vaguely attempted to reveal to the American people last week, is still inherent the most dramatic story of our times. A pictorial record of a bomb exploding in the desert, even with the best technical reception, cannot alone tell this story; it can't possibly personalize the meaning of this great power to the lives of a hundred and fifty million individuals. Neither can statistics alone do the job. Who can visualize 100,000 people killed by one bomb or the devistation of a square mile of city blocks?

Daniel McGovern.

Commencing several months after the atomic bombs were dropped in Japan and continuing for more than a year, I directed motion pictures in Hiroshima and Nagasaki...supervised films that documented the medical, morale, and physical damage effects of the atomic bombs in terms of individuals, their lives, and their homes. My orders from the President directed me to spend a month on this project. Yet, I felt that what I saw and could photograph was unique. Consequently, I remained in these cities many more months to capture on film the only existing visual record of the effects of these bombs on people and their lives. From these motion pictures, I later prepared for the President a three volume photographic documentary report entitled "Japan In Defeat".

U.S. Strategic Bombing Survey - Motion Picture Project.

It is my feeling that you can utilize this unreleased book and these unique motion pictures to tell a vivid, documented account of the atomic bomb on "SEE IT NOW". The complacent attitude of the American people towards the need for a well-organized civilian defense corps and their lack of realization of the power of these weapons might decidedly be affected favorably by such a presentation.

My only purpose is that I strongly feel there is a real need for such a presentation...and you have the proper frame to present it on "SEE IT NOW". With this in view, I would appreciate an opportunity to speak with you at a time convenient to you to discuss this matter. "The Ken Murray Show" occupies my time from Wednesday to Saturday. Would some time on Monday or Tuesday be convenient for you?

HS

203

Taishoff, S

April 7, 1952

Dear Sol:

You must indeed think me churlish and unappreciative for not having said my thanks before this for your gracious note of November 20. I seem to be working an eight-day week, what with both radio and television and this is literally my first opportunity to attend to correspondence.

I am delighted to have been so honored by Sigma Delta Chi and congratulate you upon your election to the Executive Council.

Sincerely,

Mr. Sol Taishoff
BROADCASTING
National Press Building
Washington 4, D.C.

(Dictated but not signed
by Mr. Murrow)

mic

Sent note of thanks with this letter
to S. Hall with this letter.

Cor 11 ol

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

SOL TAISHOFF
Editor & Publisher

November 20, 1951

NATIONAL PRESS BLDG
WASHINGTON 4 D C

Dear Ed:

"See It Now" marks a new epoch.

We've learned to expect that from you.

Congratulations on the honor accorded you by Sigma Delta Chi -- another "radio" first. I know whereof I speak there, because I've just been elected to the National Executive Council of SDX.

Best.

Sincerely,

Sol Taishoff

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, N. Y.

ST:glh

Mr. Taishoff's secretary congratulates you for just being Ed Murrow -- a guy who doesn't seem to have changed any over the years. I can "See it Now" or "Hear It Now" but I can also say "I Knew Him When."

Love to Janet, too.

Gladys Le Hall

Tennessee Valley Authority

81N

February 14, 1952

Dear Mr. Evans:

This is merely a note in reply to yours of January 29th to tell you that we can use color film for the SEE IT NOW show.

Sincerely yours,

Mr. Paul L. Evans
Tennessee Valley Authority
Knoxville, Tennessee

TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

January 29, 1952

Mr. Edward R. Murrow
The Columbia Broadcasting System
New York, New York

Dear Mr. Murrow:

In checking over the motion picture footage which might be of use in showing the Valley as it was in the past I discover that a good deal of what appears to be some of the best material in this category is in color. I know so little about television that I have no idea whether or not this color film can be used in black and white transmission. Before sending any of the film to you to look over I would like to know if you can use that which is in color.

Naturally, I hope we can come up with some good footage which will be useful in presenting a TVA story on your television show. I do appreciate your interest in TVA and the time which you gave me during my recent visit to New York.

Very truly yours,

TENNESSEE VALLEY AUTHORITY

Paul L. Evans

Paul L. Evans
Acting Director of Information

Yes. can use color.

United Air Lines
8/11

UNITED AIR LINES

80 EAST 42nd STREET—NEW YORK 17, NEW YORK

February 12, 1952

Dear John:

Enclosed please find three prints of Captain E. J. Smith with Mr. Murrow. As I told you, this print with a story has been serviced to all the aviation trade publications and I will send you copies as they appear.

Mr. M.
jdo.
2/21/18

Captain Smith asked if Mr. Murrow would autograph one of these photographs for him. I think you know that Smith is an ardent Murrow booster.

Thanks a million.

Cordially,

Bob Costello

Robert P. Costello
District Publicity Manager

RPC:ac

Mr. John Aaron
c/o Edward R. Murrow
C. B. S.
485 Madison Avenue
New York, New York

returned by ff - no comment
Vassallo, Joseph

BOARD OF EDUCATION

UNION FREE SCHOOL DISTRICT No. 6

BROADWAY & HALSTEAD AVENUE

HARRISON, NEW YORK

JOSEPH A. VASSALLO
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SUPT. OF BLDGS. & GROUNDS
REED W. SMITH
TREASURER
EUGENE A. D'IMPERIO
BUSINESS MANAGER - CLERK

November 26, 1952

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 17, New York

Dear Mr. Murrow:

In your oral remarks on your "See It Now" program of Sunday, November 23, 1952, in connection with a telecast of a portion of the Board of Education meeting held Thursday evening, November 13th at Harrison High School, Harrison, New York, you made some comments which are contrary to the facts. I am sure that these comments were unintentional on your part but, nevertheless, they were misleading and unfair.

I am convinced that in the interest of accurate, unbiased and factual reporting, you will want to correct anything which yousaid which was in error. Let me analyze the statements you made in the light of the facts. You stated that the parlimentary procedure at the beginning of the meeting when the Board discussed part of the loyalty oath was peculiar, or words to that effect, implying that the Board passed the motion re the loyalty oath that evening prior to the discussion and you implied further that there was something strange and odd about the whole procedure.

Actually, the Board resolution regarding the loyalty oath was passed at the regular monthly meeting of the Board of Education held on October 9, 1952. The Board of Education meeting on November 13th was not a public hearing, it was the regular monthly meeting of the Board of Education held the second Thursday of every month in accordance with the By-laws of the Board of Education. At this regular meeting held on November 13th, the Board of Education merely clarified the intention of that part of the resolution passed on October 9th which referred to the use of school facilities by outside organizations. Since the agenda for each regular meeting is prescribed by the By-laws of the Board of Education, the regular order of business would have called for those desiring to address the Board to wait until after the regular business meeting of the Board had been transacted. Thus, following the regular procedure would have delayed for an hour to two hours those present desiring to speak on the loyalty oath. In order to be as fair as possible and not compel those present to sit through the regular proceedings of the Board, the Board decided to waive for the evening the regular agenda and call on those desiring to express their reactions to the loyalty oath.

I believe you will agree that the television audience needs to be informed that the original resolution re the loyalty oath was passed on October 9th and not November 13th and that what took place on the part of the Board of Education at its regular meeting of November 13th was a clarification of their original resolution of October 9th, in order that there be no doubt as to what the Board of Education had in mind when they passed the original resolution. The implication of what you had to say about the peculiar action of the Board of Education at the beginning of the meeting would leave the impression with those who tuned in on your program that the Board of Education had done something shady and unfair. Naturally we were disturbed by this part of your statement.

I am calling these facts to your attention because I am sure you will want to correct the unfair impression you gave.

Sincerely,

Joseph A. Vassallo

President
Board of Education

JAV
/aw

WAGNER COLLEGE
PRESS PASS
for Home Athletic Contests

Issued to Edward R. Hennessy

For the Season of 1952-53

ADMIT ONE

Alfred J. Krahmer
Director of Public Relations

Warren, Gov. Earl

Ostly:

For your files

McDale

BIN.

May 10, 1952

Dear Earl:

This letter will introduce reporter Ed Scott from our office here in New York. With your kind indulgence, Mr. Scott and his camera team will try to live with you for the next five or six days and to chronicle on film the story of the Warren campaign for the Oregon primaries. As Mr. Friendly has told Mr. Scoggins, we hope to capture in picture and sound your many speeches, your greetings to Oregon voters, your breakfast sessions, and the barbecues you attend. I think you will find Mr. Scott an able reporter and a rather pleasant person to have around.

Kindest personal regards,

The Hon. Earl Warren
Governor of California,
The Governor's Mansion,
Sacramento, California

Warren, Gov. Earl

GN

February 6, 1952

Dear Governor Warren:

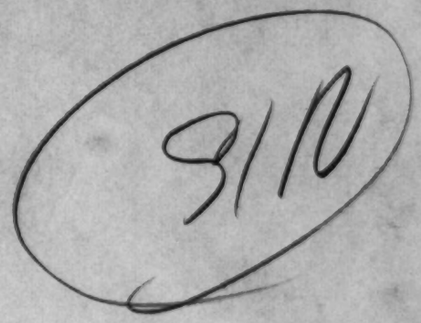
Belatedly, my thanks for your excellent contribution to the program. I hope we can do a repeat performance soon.

Anytime you feel you have anything to say it would give me great pleasure to provide you with a camera, a microphone, or both. Please convey my best regards to Mrs. Warren.

Sincerely yours,

The Honorable Earl Warren
Governor of California
Sacramento, California

dottie: for your files. nf



January 28, 1952

The Honorable Earl Warren
Governor of California
Sacramento,
California

Called you at KPIX yesterday, but you had left. Wanted you to know how very much appreciated your appearance on "See It Now" and of the many favorable messages we have received on your interview. Thanks again and warmest personal regards.

Edward R. Murrow

Whitney, Betsey
Hold
S/N

10 GRACIE SQUARE

Dear Ed.-

Your first television program was really wonderful and I just want add my Bravo to all the others.

Very Sincerely,
Betsey Whitney

P.S. Please don't answer this.

Whitney, Betsey

WESTERN UNION

(00)XZ

1901

W. P. MARSHALL, PRESIDENT

CLASS OF SERVICE

This is a full-rate Telegram or Cable-gram unless its de-ferred character is in-dicated by a suitable symbol above or pre-ceding the address.

SYMBOLS

DL=Day Letter

NL=Night Letter

LT=Int'l Letter Telegram

VLT=Int'l Victory Ltr.

The time now shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

3110

NA068 PD=TDGR MANHASSET NY 24 433P=

EDWARD R MURROW=

1952 FEB 24 PM 5 00

COLUMBIA BROADCASTING SYSTEM=

NA

THANK YOU FOR INSPIRING TELECAST TODAY= SHOULD HAVE GREAT INFLUENCE AND HELP IN NURSE RECRUITMENT=

BETSEY WHITNEY=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

"SEE IT NOW" - PROGRAM BUSINESS

S/N

CBS RADIO

Office Communication

COPY

to: Mr. Van Volkenburg and Mr. Robinson

from: Ed Murrow and Fred Friendly

October 8, 1953

1. Ever since "See It Now" began its new time, we have been faced with a new problem -- THE KIDS -- The children no longer get to see our show, and this is reflected in the mail and in so many requests from schools that we can't even keep up with them. One of the most satisfying things about "See It Now" for its first two years was the impact it had on kids between the ages of eight and sixteen. They can't stay up till ten-thirty.

2. Friendly and Murrow both think we ought to do something about this. We ask you to consider the possibility of doing a special "See It Now" on say Wednesday or Thursday morning, beamed specifically for classrooms throughout the country. This would be a sort of special "CBS School on the Air," and we might even work out some kind of a mimeographed question form that the classes could use. It would be most unfortunate, for example, if our piece on India for last Tuesday night could not get to the youth of the country.

3. We both hope this previous plan is possible. If it is not, then we submit that it is time that we did something about the secondary rights to our material. The "March of Time," now out of business, is still making money by syndicating its old films, while we, with current films superbly shot and well edited, do nothing with them.

We await the opportunity of discussing this project more fully.

1136

S/N Crog. Bus.

CBS RADIO

Office Communication

to: Mr. Seward

from: Mr. Murrow

March 17, 1953

Informatively, I have agreed with ALCOA that we shall go off the air after the show of June 14 and return September 20.

E.R.M.

1137

CBS TELEVISION

Office Communication

to: Fred Friendly

from: Ed Murrow

March 16, 1953

I have today agreed with John Fleming that unless something unusual occurs we will do the last SEE IT NOW show on June 14 and return to the air on September 20.

E.R.M.

565

58 N
Annenberg, Wal

October 16, 1953

PERSONAL

Dear Walter:

Many thanks for your letter. I do indeed agree with the final paragraph of your editorial in the October 9th issue of TV Guide.

However, I think you will agree that it is obviously impossible for me to engage in public argument with my employers as to where the program should be scheduled.

Thanks again for the kind comment, and best regard.

Cordially,

Mr. Walter Annenberg,
Triangle Publications, Inc.
400 North Broad Street
Philadelphia 1, Pennsylvania

alter

TRIANGLE PUBLICATIONS, INC.

400 NORTH BROAD STREET
PHILADELPHIA 1, PA.

October 12, 1953.

Mr. Edward R. Murrow,
485 Madison Avenue,
New York 22, N. Y.

Dear Ed:

Merrill Panitt kindly sent me on your letter of October 7th, regarding our editorial in the October 9th, 1953 issue of TV GUIDE.

Have you any comment on the concluding paragraph of that editorial, which I am quoting herewith:

> "It is unfortunate that many youngsters, whose minds are uncluttered by prejudice and misinformation, were denied seeing the Berlin documentary and will not see future SEE IT NOW offerings. In the East, at least, the program has been scheduled at 10:30 P.M. on Tuesdays, a school night. One less comedy or crime show at an earlier hour in the CBS weekly schedule would make room for SEE IT NOW, a program that should be a must for junior high and high school students."

We regard this as a wholesome suggestion and earnestly hope that you share this view.

Cordially,

Walter

Walter Annenberg.

WHA:L

Dulles
SIN

THE SECRETARY OF STATE
WASHINGTON

February 24, 1953

Dear Ed:

Mrs. Dulles has asked me to acknowledge your letter of February 18.

I also had a letter from Mr. Hall, to which I replied, as per enclosure.

Some slight damage was done to the antique desk in the library. When we get the repair bill, we may send it to you, if that is in order.

Sincerely yours,

John Foster Dulles

Mr. Edward R. Murrow,
485 Madison Avenue,
New York 22, New York.

February 24, 1953

Dear Mr. Hall:

I have your letter of February 19. I enjoyed the interview with Mr. Murrow and the opportunity which it afforded me to allow his large audience to see me in my home.

I can assure you that there was no guile in my reference to copper cooking utensils. It was an utterly spontaneous remark, which must at least have served the purpose of proving to your audience that these interviews are unrehearsed.

I shall be glad to put to use the set of Wear-Ever aluminum cooking utensils, which you are kindly sending me. They may wean me away from my use of copper.

Sincerely yours,

John Foster Dulles

Mr. Arthur P. Hall,
Vice President, Aluminum Co. of America,
Pittsburgh 19, Pa.

S JFD:ma

S/N

February 18, 1953

Dear Mrs. Dulles:

I send my thanks to you rather than to the Secretary. After all, he merely answered questions, and I must say appeared to enjoy it, but you permitted us to invade your lovely new home with an uncommon amount of technical gear. If any damage was done, particularly to the new carpet, you will please permit us to compensate you.

The reaction both to your house and the Secretary was universally favorable, and perhaps you will say my thanks to Mr. Dulles. Mrs. Murrow joins me in sending all best wishes to both of you.

Sincerely yours,

Mrs. John Foster Dulles
2740 Thirty-second Street, N.W.
Washington, D.C.

P.S. An amusing sidelight, and for your own information, my informants tell me that my sponsors, the Aluminum Company of America, were startled out of their usual complacency when Mr. Dulles spoke of his pleasure in polishing copper pots and pans. It seems copper competes with aluminum in the area of household utensils, a fact of which I was not aware. So if ever you want any aluminum utensils, I'll get them for you wholesale.

E.R.M.

S2N
Eastman, Fred

October 20, 1953

Dear Fred:

Many thanks for your nice note about SEE IT NOW. I am glad that you and your friends enjoyed the show. As you can imagine we get a vast quantity of mail about these programs and much of it is favorable, but none more welcome than a note from an old friend.

Many thanks again.

As ever,

Mr. Fred Eastman
570 West 8th Street
Claremont, California

rh

THE CHICAGO THEOLOGICAL SEMINARY
5757 UNIVERSITY AVENUE
CHICAGO

FRED EASTMAN (Emeritus)
Biography, Literature and Drama

570 West 8th St
Claremont, Calif.
October 13, 1953

Dear Ed:

Four of our neighbors joined us in front of oub TV screen tonight to view your show. We all agreed that you topped anything we've seen in demonstrating the high potentials of TV in public service. Putting Secretary Benson on the spot before those hard-bitten Texas stockmen was a master stroke, and the Churchill speech a strong boost for Anglo-American good will.

Even more power to you!

As ever,

Fred

SIN
Gallagher, Frank

May 6, 1953

Dear Frank Gallagher:

Herewith the script. The response to the program was indeed favorable and we enjoyed doing it.

Sincerely yours,

Mr. Frank Gallagher
Government Information Bureau
Dublin, Ireland

nic

éire

AN BUREAU UM EOLAS STÁIT
GOVERNMENT INFORMATION BUREAU

BAILE ÁTHA CLIATH
DUBLIN
IRELAND

9th April, 1953.

NC
Nice note
forwarding
script.

Ed. Murrow, Esq.,
Columbia Broadcasting System,
Headquarters,
New York.

Dear Ed Murrow,

Greetings.

We have no copy of what the Chief said in that St. Patrick's Day programme which your good self arranged. Is it possible to get a script of it, as without it our records would be incomplete? attached

Regards, and happy memories,

Frank Gallagher

Director

SDN
Herkner, M.W.

September 29, 1953

Dear Mr. Herkner:

Thank you very much for your kind letter and comments on SEE IT NOW. I am delighted to hear of the pupils' response to the program on which Joe Martin and Sam Rayburn appeared. When we get a reaction like that, we begin to feel that we are doing something toward accomplishing the task we have set ourselves.

I, too, am sorry that SEE IT NOW and PERSON TO PERSON will not be shown in Cleveland this season. Unfortunately, there is nothing that I personally can do about this. If the sponsor doesn't purchase the requisite time on the local station, then that station is at liberty to insert whatever program it pleases. It seems to me that in expressing your disappointment to both ALCOA and WEWS, you have already done all that is possible. The only thing left now is to hope for a change of heart on the part of one or the other.

Many thanks again for writing as you did.

Sincerely yours,

Mr. M. W. Herkner
Principal
Roosevelt Junior High School
1771 Lee Road
Cleveland Heights 18, Ohio

ERM:ml

Cleveland Heights City School District
SERVING CLEVELAND HEIGHTS AND UNIVERSITY HEIGHTS

O. E. HILL
SUPERINTENDENT

Board of Education Office . . . . . 1749 LEE ROAD
CLEVELAND HEIGHTS 18, OHIO

Roosevelt Junior High School
1771 Lee Road

M. W. HERKNER

LC

September 25, 1953

Mr. Edward R. Murrow
Columbia Broadcasting Company
New York, N. Y.

My dear Mr. Murrow:

We are very disappointed that our local Columbia T. V. Station WEWS is not planning to carry your "See It Now" program during the current season. In the past we have made this program required listening for members of our Civics and Social Studies classes. We believed this was justified because of the moral and spiritual values of citizenship which you stress and because of the thought-provoking nature of your program. You would have been thrilled at the pupils' response to the program last season on which Messrs. Martin and Rayburn appeared. "They act like good friends", "They weren't mad at each other" and "They respect the other fellow's ideas even though he is from a different party" were some of the comments in classes I visited after the telecast. You can well imagine the wonderful work the teachers were able to do with this program as a background.

Since 1948 we have maintained that it was not proper for schools to demand TV channels for purely educational stations until we first learned to use fully the many fine programs now appearing on the commercial stations. In fact it was my privilege to advance this viewpoint in a panel discussion at the Convention of the National Association of Secondary School Principals in Los Angeles last February.

We had been looking forward to having again "See It Now" and "Person to Person" as aids in developing good citizenship. We are very disturbed that they will not be shown in the Cleveland area. What can we do to secure these programs on our local station?

Very sincerely,

M. W. Herkner
Principal

MWH/k

ROOSEVELT JUNIOR HIGH SCHOOL

TELEVISION PROGRAMS
SEPT.25--OCT. 1,1953

Some of the following television programs may be worthwhile for assignments to your pupils.

DAILY PROGRAMS (Mon-Fri.)

6:30 Ch 5- News, Dorothy Fildheim
9- Weather- Dr Annear
4- Weather Factory
9- News Bob Rowley
4- News Tom Field
9- Around the Home- Tom Ward
5- Weather-John Price
5- Gray News Parade
5- Douglas Edwards, CBS News
4- John C.Swayze, NBC News

****

FRIDAY, Sept 25, 1953

7:15 Ch. 4 TOM FIELD-- Summary of the weeks News (Social Studies)
9:00 5 PLAYHOUSE OF STARS. Broderick Crawford in "Desert Tragedy"
9:30 4 TV SOUNDSTAGE "Believe"-Four days in the life of a young man, in which time his entire existence takes on completely new meaning.
5 FOOTLIGHTS THEATER "Double Exposure" An easily angered city editor finds the key to a political expose in the work of one of his blundering cub reporters.
10:30 5 I LED THREE LIVES. Richard Carlson portrays the experiences of Herbert Philbrick, who was a Communist for the FBI. This week shows how he gained entrance into the Red Organization. DEBUT. (Social Studies)

SATURDAY, Sept 26, 1953

1:00 4 INDUSTRY ON PARADE. A tour through the nation's leading industries showing new developments that save time money and labor.(Science,Social)
1:45 4 FOOTBALL; Dartmouth vs Holy Cross
2:00 5 LEAGUE OF WOMEN VOTERS. Non-partisan presentation of election candidates and issues. (Civics)
7:00 4 CITIZEN'S LEAGUE: Members discuss a community problem and arrive at a workable solution. (Civics)
8:00 9 THIS IS THE LIFE; The Fishers tangle with the high school youth who thinks he knows all the answers and takes any chance that offers a thrill. (H.R.)

SUNDAY, Sept 27, 1953

1:00 9 PRESIDENT EISENHOWER; Speech initiating the Community Chest Campaign (H.R.)
3:00 4 TECHNI-SCIENCE; TV Engineering
5 UNIVERSITY CIRCLE: Discussion group
3:30 4 EXCURSION; Junior Omnibus program . "Sports and Recreational Activities"
4:30 4 ZOO PARADE; "Survival of the Fittest" (Science)
5:00 4 HALL OF FAME; Sarah Churchill in "Queen's Way" The story of Catherine Parr, the Queen who outlived Henry VIII, and saved the lives of his children, including the future Queen Elizabeth, in a time of strife and dissension. (English)
6:00 4 MEET THE PRESS-Interview (Social Studies)
5 ADVENTURE* "Tjurunga" Life Among the Australian aborigines. (Science)

SUNDAY, Sept 27, 1953 (continued)

6:30 Ch 5 YOU ARE THERE ; "The Birth of the National Anthem" Sept 14, 1814. (Histo
9:00 4 TELEVISION PLAYHOUSE. "0 for 37" A young baseball player discovers that his home is just as important as his career
5 FRED WARING: Music by chorus and orchestra. (Music)
10:00 4 LETTER TO LORETTA; A young society matron attempts to give her young son the parent-child relationship his father fails to understand

MONDAY, Sept 28, 1953

7:15 5 MAGGI BYRNE SHOW: Fashions (Home Econ)
7:30 9 JAMIE; A young orphan arrives at his new home and is pleasantly surprised. DEBUT
8:00 9 TWENTY QUESTIONS
8:30 4 VOICE OF FIRESTONE: Guests Mildred Miller and Jerome Hines
9 THE BIG ISSUE: Forum with Martha Rountree as moderator
9:30 4 ROBERT MONTGOMERY "The Big Money" by John Dos Passos. A world War I hero devotes his entire postwar existence to the pursuit of money.
9 RETURN ENGAGEMENT "NEVER Trust a Redhead" A jealous girl fires her fiance's secretary, but the new one he hires is a greater threat.
10:00 5 STUDIO ONE THEATER. "Hound Dog Man" with Jackie Cooper. The love of a boy for a dog and a no good hunter.

TUESDAY, Sept 29, 1953

7:15 5 MEET YOUR SCHOOLS-William Walters demonstrates how the devices and exhibits at the Cleveland Health Museum are used by visiting pupils.
8:30 9 CAVALCADE OF AMERICA. "Sam and the Whale" An 18th Century whaler loudly protects the colonial governor's taxation of whale hunters and carries his fight to the king with astonishing results.
9:00 4 FIRESIDE THEATER. "Domestic Tranquility"
9:30 4 CIRCLE THEATER. " A Time to Live"
5 SUSPENSE. "The Sisters" with Martha Scott and Judith Evelyn

WEDNESDAY, Sept. 30, 1953

7:15 4 YARD AND GARDEN HINTS- How to plant bulb type flowers by Herb Myers.
8:00 9 JOHNS HOPKINS. Science Review. "The Conquest of Pain" Anesthesia demonstration. (Science)
9:00 4 TV THEATER. "Lobblies Never Lie"
5 MARCH OF TIME- Documentary .

THURSDAY, October 1, 1953

7:15 5 IT'S WORTH KNOWING. First of four programs dealing with hobby crafts in the Cleveland Schools. Clyde Newll will demonstrate leather tooling.
9:00 5 VIDEO THEATER.
9:30 4 Theater. "Tangier Lady" with Scott Brady and Patricia Medina
9 AUTHOR MEETS THE CRITICS. "The Standards We Raise" by Paul Mazur.

(Note: Addition and corrections are welcomed. I cannot possibly check on all of the programs but must be guided by previous programs and by the handouts given by the stations. Your help is solicited. This is the third of these schedules. Shall they be continued? Are they useful in class? Please be frank .)

M.W.Herkner

September 25, 1953

Aluminum Company of America
2210 Harvard Avenue
Cleveland, Ohio

Gentlemen:

I am very disappointed that our local Columbia TV station will not be carrying your "See It Now" program. We have used it in the past as a homework assignment for our Social Studies classes. Teachers and pupils enjoyed this program. What can we do to secure the return of this program to one of our local stations?

Will the film of the "Berlin" program of September 22nd be available for school use at some time in the future?

Sincerely,

Principal

MWH/k

September 25, 1953

Television Station WEWS
WEWS Building
Cleveland, Ohio

Gentlemen:

We are very disappointed that you are not planning to carry the Edward Murrow "See It Now" and "Person to Person" program during the current season. In the past we have made "See It Now" required listening for members of our Civics and Social Studies classes. We believed this was justified because of the moral and spiritual values of citizenship which were stressed, and because of the thought-provoking nature of the program. Teachers were able to use this program as a background for some excellent teaching.

Since 1948 we have maintained that it was not proper for the schools to demand TV channels for purely educational stations until we first learned to use fully the many fine programs now appearing on the commercial stations. In fact it was my privilege to advance this viewpoint in a panel discussion at the convention of the National Association of Secondary School Principals in Los Angeles last February. There certainly can be no comparison either in interest and value between "See It Now" and "Adventure of Inspector Hornleigh" or similar English movies.

We had been looking forward to having again "See It Now" as an aid to citizenship developing. We had also anticipated "Person to Person" as another valuable experience for our pupils. We are very disturbed that they will not be shown by your station. What can we do to secure their program on your station?

Very sincerely,

Principal

MWH/k

SDN
Jeffrey, Mildred

October 30, 1953

Dear Miss Jeffrey:

Thank you very much for your letter and the photostats you enclosed. I, too, am sorry that SEE IT NOW is not on the air in Detroit, but unfortunately there is nothing that I personally can do about it. The whole matter rests between the local station, the network, and the agency. All I can do is hope they may eventually work out a solution to the problem.

Thank you for your interest.

Sincerely yours,

Miss Mildred Jeffrey
UAW - CIO
Solidarity House
8000 East Jefferson Avenue
Detroit 14, Michigan

rh

UAW·CIO

WALTER P. REUTHER.....PRESIDENT
EMIL MAZEY.....SECRETARY-TREASURER
RICHARD GOSSER.....VICE-PRESIDENT
JOHN W. LIVINGSTON..VICE-PRESIDENT

INTERNATIONAL UNION, UNITED AUTOMOBILE, AIRCRAFT & AGRICULTURAL IMPLEMENT WORKERS OF AMERICA

Solidarity House
8000 EAST JEFFERSON AVE.
DETROIT 14, MICHIGAN
PHONE LORAIN 8-4000

5-B-18

October 28, 1953

Mr. Edward Murrow
CBS
485 Madison Ave.
New York 22, N. Y.

Dear Mr. Murrow:

I think you might be interested in knowing that a considerable number of people in Detroit are most unhappy that the CBS affiliate here, WJBK-TV, is not carrying SEE IT NOW. You probably have received some mail on this but, since most of the effort to get SEE IT NOW back on the air in Detroit has been directed to the management of WJBK-TV, perhaps you are not aware of the full extent of the SEE IT NOW support.

From personal experience, I know that community leaders in education, parent organizations, human relations, civic and fraternal groups have complained to the station. The station places the major blame for its inability to carry SEE IT NOW on the network stating that "the network programmed SEE IT NOW on local station time." The station also states that they have offered 6:00-6:30 PM on Fridays for a delayed broadcast to the agency but that the agency had turned this availability down.

If there is any advice which you could give those Detroiters who are most eager to see your program back on the air, we would appreciate it greatly.

For your information, I am enclosing photostats of some of the letters which have appeared in the DETROIT FREE PRESS television section for the past three Sundays.

Sincerely,

Mildred Jeffrey

Mildred Jeffrey
Radio and TV Department

MJ:fm
liu72cio
Encls.

TV PREVUE

The Detroit Free Press

Pull Out Next Two Sheets, Then Slit or Tear Across Top to Make Your 8-Page Tabloid Section

Prevue's Mailbag

Readers Express Their Opinions

Have you something you would like to get off your mind about television? Whether it's a complaint or a compliment, here's your chance.

Keep your letter short. Address the Television Editor, Detroit Free Press, Detroit 31, Mich.

• • •

Missing Murrow

To the Editor: Nine nights a week, the kids tie up the TV set with whodunits and war pictures. There's little chance for intelligent viewing or adult entertainment. A week ago, we all enjoyed the Ed Murrow report on Berlin. The children, both teeners, sat through without a single trip to the kitchen. When the program was over, the announcer told us we'd see, See It Now the following week at 10:30 p.m.

Imagine my disgust when instead of Murrow there was a bad film drama. Is all TV programming to built around the tastes of beer buyers? There are so few programs of See It Now caliber, every effort should be made to have it seen locally.

C. T.

• • •

To the Editor: Can't something be done to get Detroit Edward R. Murrow's programs this year? We put up with so much, surely someone will see that we get Murrow. When friends sneer at TV I have heretofore been able to say, "But there's Edward R. Murrow!" Please, ONE intelligent program.

Lou B. Chapman

Rochester

• • •

To the Editor: WJBK-TV is doing a great injustice to Detroit viewers by their cancellation of Edward R. Murrow's shows. If there is one worthwhile program on TV it is See It Now. Is there anything that can be done about it?

Ruth T. Dunkel

Oak Park

• • •

Less Noise

To the Editor: May I add my plea to that of N. M. O. (TV Prevue, Aug. 30) that the commercials be tuned to the volume of the rest of the program. They scream out so we have to jump up and turn them off to avoid a neighborhood

PROGRAMS FOR

Tuesday, Oct. 6

*—Indicates programs designed for children.

Morning

7 A.M.

4—TODAY—Dave Garroway, Frank Blair, Jack Lescoulie; news, music, weather, variety.

8 A.M.

7—WARREN MICHAEL HULLT—Variety; Diane Dale sings.

8:30 A.M.

7—NEWS ACE.

9 A.M.

7—BREAKFAST PLAYHOUSE—Paul Kelly in "Speed Devils," feature film.

4—*PLAYSCHOOL—Merrie Melody and Midge; stories, films.

9:40 A.M.

2—MEDITATIONS—Religious.

9:45 A.M.

2—NEWS.

10 A.M.

7—BILLY GRAHAM—Religious.

4—*DING DONG SCHOOL—Miss Frances with stunts, games, stories.

2—ARTHUR GODFREY—Variety; Ali the little Godfreys.

10:30 A.M.

7—*WIXIE'S WONDERLAND—Mary Welch, Diane Dale; variety.

4—GLAMOR GIRL — Audience participation.

10:55 A.M.

7—NEWS ACE.

11 A.M.

2—CHARM TIME—Edyth Fern Melrose; homemaking helps.

4—HAWKINS FALLS—Serial.

11:15 A.M.

4—THE BENNETTS—Serial.

2—BIL BAIRD SHOW—Bil and Cora Baird; the Puppets.

11:30 A.M.

4—THREE STEPS TO HEAVEN—Serial.

2—STRIKE IT RICH—Warren Hull, audience participation show.

11:45 A.M.

4—FOLLOW YOUR HEART—Serial.

Afternoon

12 NOON

7—*COMICS—Soupy Sales with cartoons.

4—MOVIE QUICK QUIZ—Ross Mullholland.

2—BRIDE AND GROOM—John Nelson fetes couple.

12:15 P.M.

2—LOVE OF LIFE—Serial.

12:30 P.M.

7—STARS ON SEVEN—Joan Crawford in "Rain," feature film.

4—TRAVEL UNLIMITED—Kirk Knight, films.

2—SEARCH FOR TOMORROW—Serial.

12:45 P.M.

2—THE GUIDING LIGHT—Serial.

1 P.M.

4—JEAN McBRIDE SHOW—Cooking, home helps.

2—WHAT YOU EAT—Victor Lindlahr health.

1:05 P.M.

2—BOB MURPHY CALLING—Musical telephone quiz.

1:30 P.M.

4—GOOD COOKING—Kitchen news, Freda Barth.

2—GARRY MOORE SHOW—Garry and Durward recall slingshot days at school.

1:45 P.M.

7—STRICTLY FEMALE—Panel discussion; Laurena Pringle, Joyce Jarvis, Hester Wright, Joan Leach and guests.

2 P.M.

4—TENTRAMA—Bill Morey, variety.

2—I'LL BUY THAT—Audience bids on items.

2:15 P.M.

7—NEWS ACE.

2:30 P.M.

7—WEATHER.

2:30 P.M.

7—HEART THROB THEATER—Roland Winters in "Red Dragon," feature film.

2—HOUSEPARTY—Art Linkletter, Donna Reed, guest.

3 P.M.

4—KATE SMITH SHOW—Variety; Ted Collins with news.

2—BIG PAYOFF—Randy Merriman, Bess Myerson, audience participation show.

3:30 P.M.

7—*COWBOY COLT—Hoot Gibson in "Lawless of the West," feature film.

2—LADIES DAY—Chuck Barjeson; audience participation.

4 P.M.

4—WELCOME TRAVELERS—Tommy Bartlett interviews travelers in Chicago.

4:30 P.M.

5:15 P.M.

4—*GABBY HAYES [illegible] film.

5:30 P.M.

7—*BOOTSIE RASCOTS—[illegible]

4—*HOWDY DOODY—Bob Smith, [illegible] puppet, Clarabelle.

2—SPORTS CAMERA—Al Nagler.

5:45 P.M.

7—WEATHER.

2—*KARTOONS FUN KLUB.

5:55 P.M.

7—NEWS ACE.

Evening

6 P.M.

7—DETROIT DEADLINE—Ben Bellamy, Bill Carrington, Bud Lasker, [illegible]

4—TIME FOR MUSIC—Jane Parker [illegible]

2—*KIT CARSON—"The Widow of [illegible] Wells."

6:15 P.M.

7—SPORTS SHOW—Don Wattrick.

4—NEWS—Paul Williams.

6:20 P.M.

7—NEWS ACE.

6:25 P.M.

4—WEATHERCAST.

6:30 P.M.

7—STORY THEATER—Alan Napier in "Signature of the Jackal," film drama.

4—TIME OFF FOR SPORTS—Bill Fleming.

2—TELENEWS ACE—Ken Cline.

6:45 P.M.

4—TRAFFIC COURT—Judge Watts presides at reenactment of court cases.

2—SPORTS—Ed Hayes.

6:55 P.M.

2—WEATHERMAN—Dr. Everett L. Phelps.

7 P.M.

7—BIFF BAKER—Alan Hale, Jr., as American businessman in "Saigon vacation."

4—STORYBOOK—Short drama.

2—TO BE ANNOUNCED.

7:15 P.M.

4—MEET THE ARTIST—Filmed interview.

7:30 P.M.

7—CAVALCADE OF AMERICA—Regional Director Barbara Billingsley in "The Sergeant General."

4—DINAH SHORE—Popular [illegible].

2—NEWS—Doug Edwards.

7:45 P.M.

4—NEWS CARAVAN—John Cameron Swayze.

2—JAME PROMAR SHOW—Songs, music.

8 P.M.

7—MOTION PICTURE ACADEMY—Ead Tide Kids in "Follow the Leader," feature film.

4—MILTON BERLE—Comedy; Edward G. Robinson; Eddie Fisher, guests.

2—TO BE ANNOUNCED.

8:30 P.M.

2—DEATH VALLEY DAYS—"The Blossom Babe," Western drama.

9 P.M.

7—BANK DOOR FOR DADDY—Laurie Lewis in family life; Danny Thomas.

4—FIRESIDE THEATER—George Nader, Adrian Blake in "Refuge," romance on tropical island.

2—FOREIGN INTRIGUE—Film drama to be announced.

9:30 P.M.

4—MOTION PICTURE ACADEMY—Tommy Lo don in "Cult of the Shark," feature film.

4—CIRCLE THEATER—Jackie Cooper in "[illegible] of Duty," medical officer divides between home and relief job.

2—SUSPENSE—Dramatic [illegible] "Death at [illegible] Road," [illegible] on Norway's underground.

10 P.M.

4—JUDGE FOR YOURSELF—Fred Allen, [illegible] panel, talent, audience participation.

2—DANGER—Arthur Franz, Georgiana [illegible] in "Help Wanted," mystery drama.

10:30 P.M.

7—GAME'S THE SAME—Robert [illegible], [illegible] and [illegible] game.

4—ALL STAR THEATER—Variety.

2—THE UNEXPECTED—Film drama to be announced.

11 P.M.

7—SOUPY'S ON—Soupy Sales, Patricia Morris, Hank Ivarison [illegible], music, variety.

4—NEWS—Paul Williams.

2—NEWS ROUNDUP—Jack Lefferts.

11:15 P.M.

7—MILLION DOLLAR THEATER—Roland Winters in "Dagger Performance," feature film.

4—WEATHERCAST.

2—TO-TOGETHER THEATER—George Raft, Joan Blondell in "[illegible]," film.

Johnson, Captain L. T.

October 7, 1953

Dear Captain Johnson:

Thank you for your letter of October 1 and the material you sent with it.

Unfortunately I do not see at this point that it would be possible to do the program on Air Force ROTC on SEE IT NOW. However, I am passing along the material to Mr. Fred Friendly, Producer of the program, for his consideration.

Thank you for thinking of us.

Sincerely yours,

Captain Louis T. Johnson, USAF
Liaison Information Officer
Air University
Headquarters Air Force ROTC
435 Ball Street
Montgomery, Alabama

ERM:ml
cc: Mr. Friendly

ARTHUR H. LEWIS
6605 NORTH 10TH STREET
PHILADELPHIA 26, PA.

3/10

January 28, 1953

Dear Mr. Friendly:

I enjoyed meeting you yesterday. I'm glad we reached a decision about filming, for television, a regular meeting of the Aaronsburg Story Committee.

As you agreed, you will cover our next meeting to be held Tuesday, February 17th, at 8:00 p.m., in the Salem Lutheran Church at Aaronsburg, Pennsylvania. We'll expect one of your staff reporters on the preceding Friday, February 13th, and have made arrangements for him to stay at the Nittany Lion Inn, State College, Pennsylvania. We'll take care of all of his transportation at State College and Aaronsburg.

You also told me your photographic crew would arrive on Monday, February 16th. I've assumed you will send two men and have made reservations for them at the Nittany Lion. If there will be more, will you please advise me so that I can make the necessary arrangements?

I would also appreciate your letting me know if you are going to take any pictures of Governor Fine and/or Dr. Milton S. Eisenhower both of whom, particularly the Governor, as you know, are active in our program. If you plan this, I would have to know in advance because of their time schedules.

I understand that your filming of our meeting does not necessarily mean you will be able to develop material sufficiently interesting to use on "See It Now."

I have attached transportation possibilities.

Sincerely yours,

Arthur H. Lewis

Mr. Fred Friendly
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York, New York

cc: Mr. Edward R. Murrow

EL-5
412

ARTHUR H. LEWIS
6605 NORTH 10TH STREET
PHILADELPHIA 26, PA.

SM

January 24, 1953

Dear Mr. Murrow:

I'm perturbed at the turn of events in your proposed televising an Aaronsburg Story Committee meeting. Although I'm at home and do not have our correspondence before me, I think I can recall the sequence of events.

About a year ago I gathered a list of this country's "most distinguished" Americans. Your name, quite properly, appeared thereon. In our several subsequent conversations and in your widespread activities, nothing has occurred which would alter my opinion. You may recall that Governor John S. Fine, for whom I work, sent you (and the rest appearing on this list) a letter telling briefly about the Aaronsburg Story, its history and objectives.

You were gracious enough to answer the Governor and to offer your assistance within the limits, of course, of your time. You also gave me an interview in which we explored the potentials of the Aaronsburg Story. You seemed impressed with the program and aware of its significance. We did not discuss publicity. Both the Governor and the Aaronsburg Story Committee were elated with your opinion of our program.

I made my rounds and interviewed the rest of the distinguished Americans on our list. This past October I learned you were in Harrisburg. I wanted to say "hello" and to let you know a little bit about our progress. We met in the lobby of the Penn Harris Hotel and you mentioned the possibilities of putting our program on "See It Now." The idea sounded interesting to me and you suggested that we "toss around" the idea when I was next in New York.

A few weeks later in your New York office we talked at length. At the conclusion of our conversation, you told me you would make a film of our next meeting, although you naturally could not guarantee that material sufficiently interesting would be developed to make the results attractive enough to present on your show. That, you said, would depend upon what took place at the meeting. You told me to get in touch with Mr. John Aaron to work out details.

ARTHUR H. LEWIS
6605 NORTH 10TH STREET
PHILADELPHIA 26, PA.

I cleared your idea with the Governor and with the Aaronsburg Story Committee. I later met Mr. Aaron in New York and we went over the program. Instead of covering our December meeting he thought it would be better to postpone it until January. This was entirely satisfactory to me. I was to call Mr. Aaron on December 29th. This I did. He told me that because of your Korean trip and your illness it would be more expedient to let the program ride until our February meeting.

I talked to Mr. Aaron again (January 12th or 13th). He told me that you were tied up with the inauguration and that I ought to wait until this was cleared away. Yesterday when I phoned Mr. Aaron he switched the call to Mr. Friendly, whom I do not know but who, I understand, is your co-producer. Mr. Friendly was most courteous. However, his approach was, "What's it all about?" He wanted me to explain everything to him right then on the telephone. I find myself in the untenable position of selling your idea to your colleague. I think you will agree this is hardly fair.

I am unable and, perhaps unwilling, to attempt to promote the Aaronsburg Story over the phone. I suggested talking to Mr. Friendly on Tuesday, January 27th, in his office. I'll be there at 3:00 p.m. In the meantime, Mr. Friendly said he would see you.

Believe me, we all appreciate your interest in our program and are aware of the enormous public relations value of our appearance on your show.

I know your reputation for integrity. I'm therefore at a loss to understand the rapid dissipation of our plans.

Sincerely yours,

Arthur H. Lewis

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue, New York City, New York

ARTHUR H. LEWIS
6609 NORTH 10TH STREET
PHILADELPHIA 26, PA.

Johnny
Wed pm.
3:00

December 4, 1952

File

Dear Mr. Murrow:

We have scheduled the next regular meeting of the Aaronsburg Story Committee for Tuesday, January 6, at 8 P. M. in the Salem Lutheran Church at Aaronsburg.

While I'm quite certain there must be a fair amount of anticipatory excitement within our stolid Pennsylvania Dutchmen, it doesn't show. And from your point of view I guess that's good. They took my announcement of your proposal to televise our meeting with considerable aplomb - perhaps much in the same calm manner in which they are assuming the responsibility of preserving our democracy and the rights of free men even if they have to do the whole job all by themselves.

I'll be in New York from Tuesday, December 9 through Friday, December 12, and if you'd like me to talk to your news man (I think you said his name was Mr. Aaron), I'd be happy to speak with him and try to work out some of the details.

Incidentally, our conference of fifteen experts whom we brought to Aaronsburg last week to determine the practicability of our idea was wonderfully successful. All the sessions were tape recorded and I'll have much of that material available.

If you receive this in time I'd appreciate your letting me know a convenient time for me to get together with Mr. Aaron, providing you think it would be a good idea. If I don't hear from you I'll call Miss McDonough when I get to New York.

Sincerely,

Arthur H. Lewis
Administrative Secretary
The Aaronsburg Story

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue, New York, New York

Nov. 17 11:45 AM. Lewis, Arthur

THE AARONSBURG STORY

A perpetual monument to religious and racial understanding

Harrisburg 8-5151

Ext 2647

BOARD OF DIRECTORS:

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William R. Gordon

Rabbi Benjamin M. Kahn

Eugene J. Reilly

Louis H. Bell

October 28, 1952

Miss Dorothy McDonough
Secretary to Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Miss McDonough:

I'll be in New York November 6 and 7, and if it is convenient I'd like to see Mr. Murrow for a short time either day. I'd appreciate hearing from you.

Sincerely,

Arthur Lewis

Arthur R. Lewis
Administrative Secretary

file

6605 N. Tenth Street
Philadelphia 26, Pennsylvania

Livingston 8-6121

ADDRESS:
THE AARONSBURG STORY
P. O. BOX 89
STATE COLLEGE, PENNA.

Penna Dept Commerce
State Capital
Harrisburg

Aaronsburg, Centre County, Pennsylvania

Where 30,000 Americans gathered on October 23, 1949, to observe the 150th anniversary of the Salem Lutheran Church on land donated by Aaron Levy, a Jew.

November 3, 1952

Dear Mr. Lewis:

As per our telephone conversation today this is merely a note to confirm yourappointment with Mr. Murrow on Tuesday, November 11, at 11:45 AM in this office.

Sincerely yours,

Dorothy McDonough
Secretary to Mr. Murrow

Mr. Arthur H. Lewis
Department of Commerce
The State Capitol
Harrisburg, Pennsylvania

May 15, 1952

Dear Governor Fine:

I write to say that I have had the conversation you suggested with Mr. Arthur H. Lewis regarding the "Jeannesburg Story". I find the project enormously challenging and exciting, and Mr. Lewis is certainly an able and intelligent advocate of the plan. Seldom have I heard a project described with more restraint and at the same time deep conviction based upon prolonged consideration. I do not yet know whether I shall be able to associate myself directly with the undertaking, but I shall certainly do what I can in my professional capacity to further its interests.

Sincerely yours,

The Honorable John S. Fine
Governor of Pennsylvania
Harrisburg, Pennsylvania

mas

Lewis called - Hex
tentative appointment
set for Tues. May 6, 11:45

350 - all Protestant
Center — Capitol
Levy - 40 Families -
Penn State

COMMONWEALTH OF PENNSYLVANIA
GOVERNOR'S OFFICE
HARRISBURG

JOHN S. FINE
GOVERNOR

(17)

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

The present world situation is a challenge to every one of us. There is today widespread unrest among nations; there is a rising tide of nationalism among those we used to regard as benighted peoples. The past twenty years have seen the resurgence of bigotry, persecution, and intolerance in the world. I could cite an unending series of examples of man's inhumanity to man.

I am sure that all thinking people of good will want to understand these forces and the tragic consequences which can overtake us if we in America do not take aggressive measures to prevent their growth. I am firmly of the opinion only governments can establish the climate for understanding, and that individuals must be given the opportunity to participate in effective action to halt the spread of intolerance. It seems to me that there are wide areas of agreement from which men of various races and creeds can embark on a program of mutual trust and action not only for the benefit of America but also for the better understanding of world problems.

In view of these desirable objectives and because of the great need for common understanding I will appreciate your reading the enclosed draft, which Mr. William S. Paley has suggested I send to you. This outline of a program known as the "Aaronsburg Story", which we will later pursue, is a thrilling attempt to give substance and permanency to an idea carried out two years ago during Pennsylvania Week at Aaronsburg.

In a short time Mr. Arthur H. Lewis will telephone you for an appointment. If you would arrange to see Mr. Lewis and give him your comments and criticism of our contemplated project, I would greatly appreciate it.

With best wishes,

Cordially,

Encl.

FIRST DRAFT OF AARONSBURG STORY PLANS

A man is a man, regardless of his religion, his race, his color.

A stronger America, and a world truly at peace, will become a reality only when there is complete religious understanding and a perfect friendly coordination among peoples of all faiths, beliefs and backgrounds.

While we recognize these concepts as self-evident, most of us give them only lip-service. Basically, they do not exist to the universal point where it can be said that every man is a brother of the next. If they did, there would be little unrest in the world and rare cause for strife in the United States.

Of course there have been efforts made to produce this idealistic condition but the present state of world and national affairs is shocking proof that the attempts have not been of sufficient strength.

There is the United Nations, world peace organization, striving desperately to improve relations among nations with some measure of success. Yet, the negotiations are carried on by diplomatic officialdom, of necessity weighted down by language barriers and protocol. This is an effort from the outside in, but nowhere is there an organization seeking complete peace where the common, average man - the inner core - is trading his thoughts and hopes and ideals with his counterpart from other sections of this great nation and from other lands - the inside working outward.

Leadership for such an organization is needed and it is obvious that this leadership must come from within the United States, whose constitution and bill of rights are dedicated to a series of fundamental freedoms.

On October 23, 1949, in the tiny town of Aaronsburg, Centre County, Pennsylvania, more than 30,000 people gathered to witness a program whose sole aim was to exemplify the ideals of American freedom as expressed in religious understanding among peoples of all faiths and colors. The Aaronsburg message was heard throughout the United States and in many foreign lands and its success was hailed by participants of representative levels of our populations.

This simple, one-day experiment in a gathering of humans to deal with a vital social problem - groping for the keystone of a stronger America and true world peace - has inspired a project which would turn that event into a perpetual program designed to spread those ideals, working toward heightening the dignity of man and toward eventual understanding so that freedom in all of its concepts comes to America and to the world at large.

Why is Pennsylvania chosen and why the tiny town of Aaronsburg?

It will be remembered that William Penn, a Quaker, came to the New World to escape religious persecution in his native England. Spurred by the hope that men of all faiths could live together in harmony, he founded what later became the great Commonwealth of Pennsylvania, where people then and now worship the God of their choice and pursue their way of life without fear of harm or persecution.

Why Aaronsburg? The town was founded late in the 1700's by Aaron Levy, a Jew who migrated to Philadelphia from Holland for the very same reason as William Penn. He quickly fell into the spirit of this new land of opportunity, when he presented a large tract of land for the erection of the Salem Lutheran Church so that residents of the town named for him, though of a different religious faith, could have a place to worship. He also provided land for a school and a Lutheran cemetery and a gift of pewter communion service still cherished - and in use - by the congregation.

This example - Aaron Levy's unselfish action and the cooperation among peoples of varied faiths to establish a place to worship - led to the presentation of what was to become known as The Aaronsburg Story on that day in 1949, the 150th anniversary of Levy's gift to the Lutherans. There were simple religious and partiotic services, participated in by representatives of every faith and every race. And farmers, laborers, executives, political leaders, the rich and the poor, the young and the aged, rubbed elbows in the day-long migration to Aaronsburg.

Those on the program included such diversified and outstanding leaders as Rabbi Philip Bernstein, United States Mediator Ralph Bunche, General William Donovan, Pakistan Foreign Minister Mohammad Zafrulla Khan, Supreme Court Justice Felix Frankfurter, Rev. Daniel A. Poling, Dr. Abram Sachar, Reverend Frederick Stamm and scores of other prominent clergymen of the various faiths. The theme of the early morning service, three open discussions and a colorful pageant with more than 1,000 men, women and children from this rural area in its cast, stressed America's heritage of religious freedom and understanding as a basic necessity for world peace. Senator James H. Duff, then governor of Pennsylvania who was an active chairman for the program, proclaimed the last Sunday in October as Pennsylvania's Tolerance Day as a result of the program's success. The present governor, John S. Fine, has continued Tolerance Day and has pledged complete support to the ideals of The Aaronsburg Story making available Commonwealth facilities in efforts to perpetuate its message.

A committee composed entirely of residents of Centre County, living within a 30-mile radius of Aaronsburg, handled all the details for The Aaronsburg Story. It is this same group which has conceived and is carrying out the present plans to make Aaronsburg a 365-day-a-year working shrine dedicated to religious and intellectual understanding.

The perpetuation plan includes:

1. A constant series of meetings for seminars on all phases of the humanities with the single purpose of brotherhood for peace and freedom.

2. An educational program enveloping instruction and learning designed to spread light where there is darkness.

3. An annual pageant to present graphically this historical background of America's freedoms and their role in national serenity and world peace.

The meetings, discussion groups, and seminars, both patriotic in theme as well as religious and embracing all of the humanities, would bring together the representatives of the average American - and later on, peoples from other lands - to exchange knowledge, ideas and projects to strengthen freedom and understanding. There would be meetings of selected groups of clergymen from all parts of the nation, a gathering of youth groups, labor leaders and organizations, industrial representatives and so on into every phase of modern living.

The educational program would include the sponsorship of a chair of learning at the Pennsylvania State College and the provision of many scholarships for special study in all religions and races and human relationships so that educated young Americans would be able to spread the ideals of Aaronsburg. The Pennsylvania State College was selected because of its proximity to Aaronsburg, because of the prominent role it played in the 1949 presentation, and because of its status as a Land Grant College - an institution geared to public service for the average resident of the Commonwealth.

While these projects - the meetings and the educational program - are year-long propositions, it is planned, too, to add a summer presentation of an historical pageant displaying with all the color and imagination of the original effort the story of American freedoms in the graphic manner which often-times is grasped more clearly than are other methods of telling a story, supplementing the academic approach with a visual appeal to the grand masses of people through dramatic representation.

The Aaronsburg perpetuation project is an ambitious one, requiring considerable funds and inestimable planning and plain hard work. Motivated solely by the tremendous objective of creating a better nation and world, all members of the committee are contributing freely of their time and skills and efforts. All faiths are working together on the committee, spurred by the encouragement offered by those who participated in the 1949 Aaronsburg Story, by the hundreds of messages received from parts of the world, and by the realization that here exists an opportunity for a group of average Americans to put into active practice the ideals that all men are equal, that a man is worthy of all the dignities that should be accorded to man regardless of his religious or racial background; that here is a chance to launch "intellectual atomic bombs" to bring about a world truly at peace under the leadership of an America untorn by differences of any origin.

ARTHUR H. LEWIS
6605 NORTH 10TH STREET
PHILADELPHIA 26, PA.

April 24, 1952

Dear Miss McDonough:

This will confirm our telephone conversation of today relative to an appointment for me to see Mr. Murrow Tuesday, May 6, at 11:45 A. M., at his office. In the event this is not satisfactory I would appreciate hearing from you. I'm looking forward to seeing Mr. Murrow then.

Sincerely yours,

Arthur H. Lewis

Miss Dorothy McDonough
Secretary to Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Lieberson, Goddard
Rec'd by F.F.
6/15

COLUMBIA RECORDS INC.

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File 5110

GODDARD LIEBERSON
Executive Vice-President

June 1, 1953

F.F.
what think?
I'm sold on it.

Dear Ed:

I am writing to you once more about a subject previously discussed.

This year we will be celebrating our fifth year of "Lp", and I again wonder if you cannot do a similar show for records as you did for the Sam Goldwyn filming of "Hans Christian Andersen".

I still feel that recordings would make an ideal television story and, as I indicated earlier, "I Can Hear It Now" could certainly play a prominent part.

Please give this top echelon consideration (even if it means getting an O.K. from Thomas Edison himself).

All best.

As always,

Goddard

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York, New York

GL:mb
cc: Jap Gude

59N
Marker, Marcia S.

October 22, 1953

Dear Miss Marker:

Thank you for your letter of October 16th addressed to Mr. Murrow. I fear it was somewhat delayed in reaching us since it was sent in care of the National Broadcasting Company instead of CBS.

This is just a note to let you know your suggestion for SEE IT NOW has been passed along to Mr. Fred Friendly, Producer of the program, for his consideration.

Sincerely yours,

Miss Marcia Sandra Marker
Secretary, Debate Council
Brooklyn College
Brooklyn 10, New York

rh

BROOKLYN COLLEGE

COPY

October 16, 1953

Mr. Edward R. Murrow
National Broadcasting Company
30 Rockefeller Plaza
New York City, New York

Dear Sir:

I am writing to you on behalf of the Debate Council of Brooklyn College. On March 12 and 13, 1954, Brooklyn College will hold its Seventh Annual Invitational Forensic Tournament in which student representatives of all the major eastern colleges will debate the topic "Resolved That The United States should adopt a policy of free trade".

We of the Debate Council feel that as a general rule the realities of American campus life are not always portrayed with scrutiny by writers and newspapers. Particular attention seems to be directed towards sensational aspects of student behavior. For example, the Yale "Survey on College Drinking" received great national publicity in the public press. Likewise the recent unfortunate murder on a mid-western college campus of a young woman was featured in all papers.

Our annual debate tournament will reflect an accurate picture of the attitudes and values of today's more serious collegians. We would appreciate an opportunity to discuss with you the possibility of an appearance on your program, "See it Now", of debaters from all the major eastern colleges attending the tournament. We believe that a recorded visit on your program would offer the country a view into this aspect of college life.

If you feel that this opportunity can be afforded us, we would be very grateful to you.

Respectfully yours,

Marcia Sandra Marker
Secretary
Debate Council

Morris, Robert

DECEMBER 9, 1953

MR. ROBERT MORRIS
50 EAST 64 STREET
NEW YORK

TRANSCRIPT OF YOUR PORTION LAST NIGHT'S TELEVISION PROGRAM WILL BE DELIVERED BY HAND 11:00 AM TOMORROW THURSDAY.

E.R.MURROW

T 150-43

58 N
Mullen, Robert R.

October 9, 1953

Dear Bob:

Many thanks for your letter of September 8 and the brochure on educational television. I do not at the moment see when we could fit this into our SEE IT NOW, but am passing the suggestion along to Fred Friendly, Producer of the Program, for his consideration.

Sincerely,

Mr. Robert R. Mullen
Executive Director
National Committee for Educational
Television
1200 18th Street, N. W.
Washington 6, D. C.

ERM:ml

52 N
Nichols, Osgood

October 28, 1953

Dear Jim:

Many thanks for your nice letter. I am sorry SEE IT NOW goes on too late for you to see it but, as you say, it is certainly very much better for me because it leaves my weekends free. We shall just have to rely on Jack Gould to fill you in every Sunday.

Best regards.

Sincerely yours,

Mr. Osgood Nichols
Communications Associates, Inc.
23 West 45 Street
New York 36, New York

rh

COMMUNICATIONS ASSOCIATES, INC.

Public Relations Counselors

23 WEST 45TH STREET, NEW YORK 36, N.Y. CIRCLE 7-0480

October 26, 1953

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Ed:

For your sake, I am glad you have changed the time of "See It Now", because I assume it gives you a decent week-end. But it comes too late for this commuter, so I have to depend on Jack Gould.

I was delighted with what he said Sunday about your Radulovich broadcast. I have always had the suspicion that courage paid off and I am glad you're around to keep my optimism alive.

Before the early train blacked you out in Wilton, I caught that superior Berlin broadcast and Nehru's magnificent face the following week. That was a fine thing you did at the end of the Nehru broadcast on Reuter. I don't think I shall ever forget Reuter's comment on Churchill: "All his life he has been a man of imagination". I loved the way he pronounced the last word.

If you can spare a lunch hour from your many civic obligations, I should like to oblige.

Warm personal regards,

Sis

OsgoodNichols/bg

Agitry, Daniel

CBS TELEVISION

Office Communication

to: Fred Friendly

from: Ed Murrow

November 3, 1953

We will soon have a detailed proposal for a SEE IT NOW piece hinged on Dundee, Scotland--three U.S. factories, jute mill, fisher wives, choir, 100-piece bag pipe band. Net result: probably free whiskey for Friendly and Murrow.

E.R.M.

365

Ogilvy, David.

Lord Bilsland
David Ogilvy
Alexander Buckenridge
4:00 Mon. Nov. 2.

October 22, 1953

Dear David:

Thank you for your letter. I would like very much to meet Lord Bilsland but unfortunately cannot come to the luncheon on November 4th. In any event, as you suggest, a private meeting in my office might be preferable, so will you arrange to bring him in one day and call me so that we can arrange a convenient time.

With best regards.

Sincerely yours,

Mr. David Ogilvy
President
Hewitt, Ogilvy, Benson & Mather, Inc.
575 Madison Avenue
New York 22, New York

rh

4:00 - Mon
Nov. 2

HEWITT, OGILVY, BENSON & MATHER INC.

Advertising

NEW YORK LONDON

DAVID OGILVY
PRESIDENT

575 MADISON AVENUE
NEW YORK 22
MURRAY HILL 8-6100

October 20th, 1953

Dear Ed:

Lord Bilsland of Kinrara has been called "Mr. Scotland." He is to be in New York during the first week in November.

You may know Bilsland already. If not, I earnestly suggest that you allow me to bring him to see you. He is the great force behind Scotland's efforts to raise herself by her own bootstraps.

The idea in the back of my mind is that you might be persuaded to record this dramatic Scottish renaissance on one of your programs.

I have found that most people in the United States are emotionally well-disposed towards Scotland - a democratic country inhabited by sturdy citizens. And a very picturesque country.

The enclosed brochure SCOTLAND TODAY may suggest some angles to you.

I would love to have you as my guest at the luncheon which we are giving for Lord Bilsland on November 4th but you might prefer a private meeting in your office. - CBS Board

With best regards,

Yours sincerely,

David Ogilvy

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York 22
New York

COLUMBIA BROADCASTING SYSTEM, INC. Saggau, John

Private Wire

PLEASE READ INSTRUCTIONS BELOW BEFORE SENDING YOUR MESSAGE.

Before sending this message please be sure a letter by **REGULAR OR AIR MAIL** would not suffice. Then be brief and indicate the account number to which the message is to be charged. A letter via **REGULAR MAIL** addressed to points in Maryland, Michigan, New Jersey, New York; the New England states, North Carolina, Ohio, Pennsylvania, Virginia, West Virginia, Washington, D. C., Montreal and Toronto, and via **AIR MAIL** to points in other states, will normally reach the addressee within a minimum of 12 hours and a maximum of 48 hours after it has been mailed from New York City.

Messages for **WBBM** and **KNX** are normally sent within an hour after receipt in the Communications Room on Mondays through Fridays; messages to other stations are normally transmitted so as to reach the addressee not later than **NOON LOCAL TIME** on the first business day following their receipt in the Communications Room, providing the teletype equipment at the receiving point is attended. Mark your message "Today" **ONLY** if faster service to these other stations is vital.

DATE MARCH 3, 19 53

CHARGE TO ACCOUNT NO. 1 (Div.) 43 (Dept.) 7

3/18

MR. JOHN L. SAGGAU
AMERICAN LEGION POST 1
2027 DODGE STREET
OMAHA, NEBRASKA

THANKS YOUR LETTERS. SORRY TO BE UNABLE TO BE WITH YOU PERSONALLY APRIL 14, BUT WILL LOOK INTO POSSIBILITIES OF MAKING FILM YOU SUGGEST AND BE IN TOUCH WITH YOU AGAIN FEW WEEKS. REGARDS

Wired him regrets 3/18 - Natalie has copy

ED MURROW

"The World's Largest Legion Post"

THE AMERICAN LEGION

OMAHA POST No. 1
Phone JAckson 9400
2027 DODGE STREET
Omaha 2, Nebraska

Office Of The Commander

February 19, 1953

Mr. Edward R. Murrow
Columbia Broadcasting System
New York, New York

attached

Dear Mr. Murrow:

This is merely a follow-up of a letter I sent you a week or so ago, relative to the possibility of your making an appearance here for our salute to the "Flood Fighters of 1952".

I talked to Harry Burke, Manager of the CBS outlet, Station KFAB here in Omaha, and Harry told me he had talked with you and that if at all possible you would try to put in an appearance here on the 14th of April.

If it would be impossible for you to be here in person, would it be possible for you to make a short film, greeting those in attendance and then introducing the "See It Now" telecast you had on TV during the flood - followed by a short film with a few brief remarks at the close?

My idea of the thing and I sincerely hope it will meet with your approval "provided you are unable to be here in person" would be to have our Commander, Ephraim Marks, introduce you as the gentleman who gave us considerable publicity for the work we did during the flood.....and now through the medium of motion pictures we give you, Edward R. Murrow; the lights in our main dining room will be turned down.....and we would flash the short of your introduction, your film "See It NOW" - with a few appropriate remarks from you at the close. However, these are all details which can be ironed out when we hear from you further.

As I mentioned in my previous letter, this meeting is a salute not only to the flood fighters in Omaha but also the gallant workers to the east, our neighbor, Council Bluffs.

I know you are a very busy man. Any one who does the first class job you do is bound to be busy. However, I would appreciate it sincerely if you would let us hear from you as soon as possible in order that we can start the wheels to move.

Sincerely,

John L. Laggan

John L. Laggan,
Adjutant

JLS v

"The World's Largest Legion Post"

THE AMERICAN LEGION

OMAHA POST No. 1
Phone JAckson 8400
2027 DODGE STREET
Omaha 2, Nebraska

Office Of The Adjutant

February 12, 1953

Mr. Edward R. Murrow
Columbia Broadcasting System
New York, New York

Dear Mr. Murrow:

You have received letters from this office in the past as regards possible material for your "See It Now" show. If memory serves me correctly, we exchanged correspondence with Fred Friendly prior to our November Post meeting. At that time, we dedicated our meeting as a Salute to Korean Veterans in this area and flew three men from Korea as guests at this time. Due to previous commitments, neither you nor your staff members found it possible to attend.

Since last a letter was sent in your direction, we have had a Salute to Gold Star Parents, and during the month of February, we had a Salute to the Guardians of Public Safety, at which time our principal speaker was Ned H. Dearborn, President of the National Safety Council.

On the second Tuesday in April (the 14th), our Post meeting will be a tribute to the valiant flood fighters of April, 1952. I know that you devoted considerable time on your "See It Now" program last year to the battle with Big Muddy.

We were wondering if it would be possible for you to be our guest on the 14th of April when we are going to salute the 30,000 men and women from both sides of the river who accomplished what seemed at the outset an impossible task.

We would appreciate hearing from you at your earliest convenience, so that we can advance our plans accordingly.

Best regards,

John L. Saggau
Adjutant

JLS:jc

58 N
Spess, R Dixon

October 1, 1953

Dear Mr. Speas:

Thank you for your letter of October 1st, suggesting the program celebrating the Fiftieth Anniversary of Powered Flight.

I am passing your letter and the model plane along to Mr. Fred Friendly, Producer of SEE IT NOW, and trust that you will hear from him shortly.

Sincerely yours,

ERM:ml
cc: Mr. Friendly

Mr. R. Dixon Speas
Aviation Consultant
La Guardia Field
Flushing 71, N. Y.

SDN
Weingarten, Victor

October 1, 1953

Dear Mr. Weingarten:

Thank you for your letter of September 29, with the suggestion that SEE IT NOW consider doing a film story on the Montefiore Hospital Headache Clinic.

I am passing your letter along to Mr. Fred Friendly, Producer of SEE IT NOW, and trust that you will hear from him shortly.

Sincerely yours,

Mr. Victor Weingarten
Victor Weingarten Public
Relations
8 West 40th Street
New York 18, N. Y.

EEM:ml
cc: Mr. Friendly

Wilkins, Roy

S/N

3-6890

Nat- and by phone -

ADDRESS: NACAPEOPLE, N. Y.

LONGACRE 3-6890

NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF COLORED PEOPLE

20 WEST 40th STREET, NEW YORK 18, N. Y.

September 4, 1953

Dear Mr. Murrow:

One of our staff members saw a portion of what he thinks was called "The Shreveport Story" telecast by you on a Sunday in the early part of last June. He reports that from the part he saw, it was a compelling documentary on local conditions and local interracial organizations to tackle the problems outlined. Was this on film and, if so, is there any way our Association could secure prints and permission to use it? I have a vast ignorance on the technical side of television and perhaps my question about use is wholly out of place, but your answer can set me straight.

Walter White is on vacation but is due back in the office September 8 or 9. Henry L. Moon, our Director of Public Relations, is not due back until about mid-September. I would appreciate your directing any reply to either of them as I am about to leave on vacation and will not return until October 5.

Very sincerely yours,

Roy Wilkins

ROY WILKINS
Administrator

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York, New York

RW:EJS

Zaroubin, Georgi
S/N

April 9, 1953

My dear Mr. Ambassador:

Mr. Wershba of our SEE IT NOW staff tells me you were interested in our invitation to Ambassador Vishinsky and yourself to appear on our television program in the near future.

This is merely to tell you that I should of course be pleased to answer any questions you might have regarding the nature of our program. The telephone number here is PLaza 1-2345.

Sincerely yours,

Mr. Georgi N. Zaroubin
Ambassador Extraordinary
Soviet Delegation to the United Nations
680 Park Avenue
New York, New York

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"SEE IT NOW"

PROGRAM BUSINESS

1954

Seward, J.

CBS RADIO

Office Communication

to: Mr. Murrow

from: Mr. Seward

file

July 23, 1954

As you know, I have been working for some time on the sale of so-called 16mm rights to SEE IT NOW films. I have talked with a number of organizations in the business of selling or renting films to schools, libraries, community organizations and the like, and I have also attempted -- through Art Duram at the agency -- to determine Alcoa's interest in obtaining the right to distribute such films in its own behalf. Insofar as Alcoa is concerned, I just haven't been able to get a definite answer of any kind, but so much time has elapsed since I first undertook to ascertain their interest that I think we had better assume that they are not going to undertake the project. The McGraw-Hill people seem to me to be our best prospect otherwise. They have been in the business for some time, seem to have a well-organized distribution setup and seem to me to be decent and responsible people. Edward Booher, the vice president involved, estimates that during the first year the twenty-five subjects of widest interest would gross about $100,000 and that they would gross another $75,000 during the first year from other subjects. The second year's gross, he thinks, would run at about the same $175,000 level, and that after two or three years the annual gross would run at about $250,000.

Booher reports that their sales of MARCH OF TIME films (of which there was a fixed quantity, many of them dated) ran at about $100,000 for the first year and $80,000 for the second year. They are now in the third year and believe its sales will approximate $40,000.

McGraw-Hill offers a royalty fee of 25% of the gross if we bear the editing and matching of negatives costs, and 20% if they bear these costs. I think it is very much better to have them handle the whole job and believe it possible that they will agree to do so with a 25% royalty.

If we can get them to that figure I think we should make a deal with them. We might be able to find some other concern which would pay a higher royalty rate, but I believe that McGraw-Hill has better distribution facilities and that your annual income from this source would be greater. There is also the fact that McGraw-Hill is a long-established, respected organization. What do you think?

I assume that we would make a deal through a corporation which would be owned by you and Fred and your and his nominees. The same corporation could handle Mid-Atlantic Parliament. Would the Carl Sandburg album come under the same umbrella?

I think I should remind you that we made an oral deal with CBS Television some months ago under which they agreed that you could use the SEE IT NOW films (which they own -- as physical property) in return for their right to use footage from SEE IT NOW films as background material in their syndicated film service. Sig Mickelson and Spence Harrison said that if you would like it that way, CTD would be willing to pay you 25% of its revenue from the use of

to:

from:

such footage in return for CTD receiving 25% of your revenue from the sale of 16mm rights. I think that this would be both unduly complicated and unremunerative to you. Do you agree?

I am sending along an extra copy of this memo and an addressed envelope so that you may endorse your comments thereon and return it to me.

Jim

J.M.S.

SEN

CBS TELEVISION

Office Communication

to: Mr. Wiebe

from: Kay Campbell

July 21, 1954

Mr. Murrow asked me to tell you he was sorry that he did not have an opportunity to discuss your memorandum of June 30th with Mr. Fred Friendly before Fred went on vacation. Mr. Murrow is not able to say definitely whether it will be possible to do a psychology story on SEE IT NOW at the time you suggest since Mr. Friendly is now in Europe working on some projects to be presented on the program when it goes back on the air. However, he will be back in New York on or about August 2nd and I suggest you give him a call at that time to discuss the matter.

K.C.

rh

565

Prog Business

CBS TELEVISION

Office Communication

to: Mr. Tom Connolly

cc: Messrs. Seward
Ommerle
Fagan
Rosen
Petersen
O'Malley

from: Merritt H. Coleman

May 4, 1954

Mr Murrow: This seems to be outstraightened. We shall assume you will be absent from radio show for same eight week period.

Jim 5/5/54

For purposes of Mr. Edward R. Murrow's eight week summer vacation "SEE IT NOW" and "PERSON TO PERSON" will be suspended commencing with the first full week in July (i.e., commencing Sunday, July 4, 1954).

"SEE IT NOW" will hiatus after the broadcast scheduled for June 29, 1954. Broadcasting will resume August 31.

"PERSON TO PERSON" will have its last broadcast prior to Mr. Murrow's vacation on July 2, 1954. Broadcasting will resume September 3.

MHC:eh

hc

SIN

CBS TELEVISION

Office Communication

to: Mr. Edward R. Murrow cc: Mr. Fred Friendly

from: Mr. Robert Jamieson April 21, 1954

Thought you would be interested in a list of additional markets where we have arranged for the March 9th SEE IT NOW to be run and the list of markets where the Junior Senator's program was also scheduled.

April 6th program did not appear in any market which had not previously carried your broadcast of March 9.

You will note that only Lake Charles, La. chose to carry your broadcast but would not avail themselves of our offer to provide the McCarthy appearance on April 26. Additionally, Cleveland, as the list indicates, carried the first program of March 9 on a kine basis but by April 6 it arranged for a permanent live clearance of SEE IT NOW. In only Cleveland the two broadcasts were run back to back.

City	Call Letters	March 9 Program	Telecast Date	April 6 Program	Telecast Date
Belleville	WTVI	X	3/14 S	X	Unknown
Cincinnati	WKRC	X	3/15 M	X	4/12 M
Lake Charles	KLAS	X	3/14 S		
Milwaukee	WCAN	X	3/14 S	X	4/11 S
Monroe	KNOE	X	3/14 S	X	4/10 SA
New Orleans	WDSU	X	3/14 S	X	4/11 S
Salt Lake City	KSL	X	3/14 S	X	4/11 S
Honolulu	KGMB	X	3/21 S	X	Unknown
Green Bay	WBAY	X	3/21 S	X	4/13 T
Baltimore	WMAR	X	3/25 TH	X	4/15 TH
Louisville	WHAS	X	3/28 S	X	4/11 S
Boston	WNAC	X	3/28 S	X	4/11 S
Albany	WTRI	X	3/29 M	X	4/14 W
Minneapolis	WCCO	X	3/28 S	X	4/11 S
Cleveland	WEWS	X	4/6 T	X	Live
Indianapolis	WFBM	X	4/11 S	X	4/11 S

ROBERT F. JAMIESON

ty

203

S/N

CBS TELEVISION

Office Communication

to: Edward R, Murrow

from: FredFriendly

February 12, 1954

This is for the "See It Now" Williamsburg piece of last June which we sold to the Williamsburg people for five thousand dollars. The film was delivered months ago, and this is just a formality. It seems to be in order to my untrained legal eyes.

50

CBS TELEVISION

Office Communication

to: Mr. Edward R. Murrow cc: Mr. Seward

from: Mr. Rosen February 5, 1954

I attach herewith original and three copies of an agreement by and between CBS TELEVISION and Colonial Williamsburg. This agreement deals with the provision by CBS TELEVISION of certain "SEE IT NOW" footage relating to "Colonial Williamsburg" to the Colonial Williamsburg Association. As you will note, the agreement has been duly executed by Colonial Williamsburg and I shall greatly appreciate your signature on page 3 of the document to indicate your approval of this arrangement.

Many thanks.

P. A. R.

PAR:gm
Encls.

F.F.- You know about this?
you approve??
Ed

30

~~Friendly, Fred~~

CBS RADIO

Office Communication

Program Bus.

to: Fred Friendly

from: Edward R. Murrow

January 21, 1954

Under no circumstances should SEE IT NOW pay the attached bill. This is a legitimate charge against the 7:45 program. There is a budget for it. Suggest you ask Mr. Seward to cut straighten.

E.R.M.

rh

1137

CBS TELEVISION

Office Communication

to: Mr. E. R. Murrow

from: Fred Friendly

January 18, 1954

This is a bill for twelve hundred dollars for Charlie Collingwood's services on the 7:45 while you were in Korea the week of December 21st. This is my year not to get into policy fights, and I don't want to fight this or agree to it without seeking your counsel first. I know you feel that you originate the 7:45 from Korea, but if you would like to compromise on this, I think we can stand to pay one-half the cost; however, I won't okay it until I hear from you.

50

SIN

Adams, John B.

JOHN B. ADAMS
PUBLIC RELATIONS - - ME. 8-4248
NATIONAL PRESS BUILDING
WASHINGTON 4, D. C.

ADVISOR
PAKISTAN
INFORMATION SERVICE

April 26, 1954

Edward R. Murrow
CBS - 485 Madison Avenue
New York, N. Y.

Dear Ed:

Your NATO story was magnifique, just as your Turks were magnificent.

Since Pakistan, in my opinion, shows promise of being even more than a second Turkey, I wonder how soon you may assign the McClure-Wershba and Co. to do that long-awaited story on Pakistan, our stout-hearted pillar of strength in South Asia.

I am only 50 minutes from your still unsullied citadel on the 17th floor, if you will but give me a ring for a possible story conference.

Sincerely,

Joh

John B. Adams

JBA/jc
encl

P.S. Dee tells me the score on your programs to date is 1 Nehru, 1 India, 1 Krishna Menon!

JBA.

SIN
Allen, Frances

June 9, 1954

Dear Mrs. Allen:

Thank you for your note of June 2nd and the press release on the National Travelers Aid Association. We are not at this time contemplating doing a story on the Association but should we decide to do so at some time in the future we shall be happy to call upon you for additional information.

Sincerely yours,

Mrs. Frances Allen
Director of Public Relations
National Travelers Aid Association
425 Fourth Avenue
New York 16, New York

rh

NATIONAL TRAVELERS AID ASSOCIATION

To Unite Travelers Aid Societies in a Nationwide Chain of Service

425 Fourth Avenue, New York 16, N. Y. *Telephone*: LExington 2-9585

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LAURIN HYDE

June 2

Dear Mr. Murrow:

Because this story is a little off the beaten track, we hope it will interest you, not only from a news angle but also as a possible feature on one of your programs. We have loads of human interest material, case stories, etc., with which to clothe the statistics.

Yours sincerely,

Frances Allen

Frances Allen

Member of USO and United Community Defense Services

FROM: NATIONAL TRAVELERS AID ASSOCIATION
425 Fourth Avenue, New York 16, N. Y.
LExington 2-9585

Mrs. Frances Allen, Director of Public Relations
(Weekend Phone -- GRamercy 3-7906)

FOR RELEASE: Monday, June 7, 1954

Residents of 10,312 American communities and 95 foreign countries who found themselves away from home and in need of assistance turned up at Travelers Aid desks across the nation during the past year, it was announced yesterday (Sunday, June 6) by the National Travelers Aid Association, 425 Fourth Avenue, New York.

These figures grew out of a "Home Town Study," conducted by the association, which pinpointed the home towns of a group of 1,443,000 persons who utilized Travelers Aid services during the period from April 1, 1953 to March 31, 1954. The association coordinates the work of 109 Travelers Aid organizations and 969 cooperating representatives in providing a nationwide chain of service for people in trouble away from home -- travelers, migrants, runaways, service personnel, newcomers, etc.

According to Laurin Hyde, general director of the National Travelers Aid Association, who made the study's findings public (see Summary attached) the group of nearly one and one-half million represented the "normal" Travelers Aid caseload. Not included were the approximately 600,000 military personnel who received special assistance in 16 Armed Forces Lounges throughout the country

which are operated by Travelers Aid and financed by USO. The aggregate figure for persons served by Travelers Aid in 1953 was 2,117,000.

More Pennsylvanians than live in Johnstown, more Californians than live in Pasadena, more Floridians than live in Daytona Beach, and more Kansans than live in Atchison stopped at the sign of the blue-and-white Travelers Aid lamp in railroad terminals, bus depots and airports during the 12-month period in search of information, assistance and guidance. They came from 10,312 U.S. localities, ranging from Abbott Village, Me., to Zillali, Wash., from Ada, Minn., to Zwolle, La.

The purpose of the study, Mr. Hyde said yesterday, was to demonstrate "not only the scope but also the depth" of Travelers Aid services. "We did not need a study to tell us that ours is a nation of moving people," he continued, "but we did want to dramatize the unique reciprocal nature of Travelers Aid operations. At the same time that a city supports a Travelers Aid Society to take care of the strangers entering its gates, Travelers Aid elsewhere is giving service to that city's own residents who may be in trouble away from home."

The study produced some surprises, Mr. Hyde pointed out. For example, such major urban centers as Cleveland, Chattanooga, Seattle, Pittsburgh and Miami stood out as having a larger number of residents being helped away from home than the total number of strangers helped by each town's local Travelers Aid Society. A total of 27 major communities fell in this category.

Every one of the 48 states, the District of Columbia, and practically all of the 3,060 counties in the U.S. contributed to the grand total. The largest group from any one state came from California; 122,570 Californians asked for help from Travelers Aid groups throughout the country. New York was second with 119,060, followed by Illinois (70,530), Ohio (70,020), and Pennsylvania (67,460). At the

end of the scale, Nevada had the smallest total -- 1,840, closely seconded by Vermont (2,560), and Wyoming (2,860).

State totals for the most part closely paralleled population figures, with several significant exceptions, the study shows. The District of Columbia ranks 36th in population by states, but it was 19th in Travelers Aid service with 26,390 claiming Washington as their home town. On the other hand, New Jersey, 8th most populous state, was 18th in number of persons aided. Wisconsin also showed considerably less of its citizens asking for help away from home than its size would indicate. Next to the Federal District, Oregon had proportionately the largest number of people seeking assistance in relation to its size.

Foreign travelers assisted by Travelers Aid Societies numbered 90,530. They came from 95 countries in all major geographic areas, including such far-off and exotic locations as Kenya and Ethiopia in Africa; the Marshall Islands, scene of H-bomb tests; Malta in the Mediterranean; the Azores, Portugese possession in the South Atlantic; and Okinawa.

While most of the persons seeking Travelers Aid help had simple requests for information or direction, approximately 227,000, or 15 percent of the total, represented people with more complex difficulties requiring the service of professionally trained caseworkers. Among the types of service for this group are helping newcomers make the difficult readjustment to a strange town; assisting children, aged or handicapped traveling alone across the country; helping emotionally disturbed people recognize the futility of meaningless flight; and working toward resolving the conflicts of runaways of all ages.

The study was made by 102 member Societies and seven specially constituted units of the Travelers Aid chain. For four two-week periods, one in each quarter, a record was kept of the point of origin of each person receiving service at Travelers Aid booths throughout the country. These raw statistics were then weighted for seasonal and other variations and projected on a full-year basis.

#5619

SUMMARY

HOME TOWNS OF PERSONS SERVED BY TRAVELERS AID NATIONALLY

April 1, 1953--March 31, 1954

By STATE and by CITIES WHICH HAVE TRAVELERS AID SOCIETIES

With Comparative Figures for Persons Served by Those Societies During 12 Months of 1953

State	No. of Separate Localities in State	No. of Persons from State Served by TA Nationally	Cities in State Which Have Travelers Aid Society or Unit	No. of Persons from those Cities Included in State Total	No. of Persons Served by Travelers Aid Society, 1953
ALABAMA	293	34,830	Birmingham	9,120	20,625
			Mobile	3,360	1,378
			Montgomery	3,600	10,062
ARIZONA	52	8,040			
ARKANSAS	180	14,990			
CALIFORNIA	555	122,570	Long Beach	5,550	16,824
			Los Angeles	31,850	58,439
			Oakland	5,060	15,696
			Oceanside	980	11,146
			Sacramento	4,080	2,264
			San Diego	9,470	22,847
			San Francisco	12,740	32,625
COLORADO	89	14,510	Denver	9,320	12,571
CONNECTICUT	165	21,780	Hartford	6,310	14,111
			New Haven	2,800	4,953
DELAWARE	35	5,420	Wilmington	4,050	5,869
D. C.	1	26,390	Washington	26,390	53,176
FLORIDA	179	32,560	Jacksonville	4,420	5,943
			Miami	7,890	5,586
			Tampa	4,090	4,302
GEORGIA	288	38,240	Atlanta	10,570	9,436
			Augusta	2,870	3,000
			Columbus	3,690	9,660
			Savannah	4,410	17,947
IDAHO	94	6,930	Pocatello	1,180	5,520
ILLINOIS	414	70,530	Belleville	1,390	17,408
			Chicago	44,140	115,735

State	No. of Separate Localities in State	No. of Persons from State Served by TA Nationally	Cities in State Which Have Travelers Aid Society or Unit	No. of Persons from those Cities Included in State Total	No. of Persons Served by Travelers Aid Society, 1953
INDIANA	296	31,760	Evansville	2,920	9,138
			Indianapolis	8,240	17,230
IOWA	255	15,830	Des Moines	3,520	1,460
			Sioux City	2,000	2,731
KANSAS	164	13,240			
KENTUCKY	282	25,860	Lexington	2,410	1,763
			Louisville	7,200	14,567
LOUISIANA	144	17,830	New Orleans	8,560	10,820
			Shreveport	2,270	3,718
MAINE	204	13,710	Bangor-Brewer	2,060	3,878
			Portland	2,270	12,633
MARYLAND	135	15,550	Baltimore	9,950	18,794
MASSACHUSETTS	297	46,570	Boston	15,960	27,746
			Springfield	3,430	12,315
			Worcester	3,560	9,640
MICHIGAN	372	65,690	Detroit	33,230	49,349
			Grand Rapids	4,330	7,553
MINNESOTA	324	31,270	Duluth	1,910	1,726
			Minneapolis	10,980	12,824
			St. Paul	6,210	11,222
MISSISSIPPI	181	14,680			
MISSOURI	286	33,370	Kansas City	7,990	23,940
			St. Louis	13,340	45,944
MONTANA	95	6,280			
NEBRASKA	138	10,730	Omaha	4,810	5,004
NEVADA	22	1,840			
NEW HAMPSHIRE	83	4,260			
NEW JERSEY	307	29,450	Atlantic City	2,830	5,304
			Newark	4,610	10,926
			Trenton	2,670	4,842

State	No. of Separate Localities in State	No. of Persons from State Served by TA Nationally	Cities in State Which Have Travelers Aid Society or Unit	No. of Persons from those Cities Included in State Total	No. of Persons Served by Travelers Aid Society, 1953
NEW MEXICO	60	4,230	Albuquerque	1,780	1,687
NEW YORK	507	119,060	Albany	3,470	3,247
			Buffalo	8,920	12,615
			Geneva	1,010	11,430
			New York	66,360	245,600
			Niagara Falls	1,870	6,055
			Rochester	6,260	3,866
			Schenectady	1,310	2,708
			Syracuse	2,920	2,046
			Utica	2,810	5,522
NORTH CAROLINA	396	41,670	Asheville	2,300	5,525
			Charlotte	4,830	6,290
			Fayetteville	2,350	24,246
			Greensboro	1,790	5,550
			Raleigh	1,890	1,838
			Wilmington	1,840	2,869
			Winston-Salem	2,320	7,841
NORTH DAKOTA	107	4,010			
OHIO	363	70,020	Akron	3,450	2,719
			Canton	2,470	2,438
			Cincinnati	8,350	39,075
			Cleveland	16,280	6,030
			Columbus	8,020	4,688
			Dayton	4,910	3,188
			Toledo	5,440	6,563
OKLAHOMA	218	18,010	Oklahoma City	5,050	6,335
			Tulsa	3,950	2,530
OREGON	140	21,990	Portland	12,470	19,366
PENNSYLVANIA	529	67,460	Erie	1,770	170
			Philadelphia	22,900	26,412
			Pittsburgh	11,620	10,714
			Wilkes-Barre	1,970	3,672
RHODE ISLAND	45	8,510	Newport	2,940	12,305
			Providence	3,860	4,408

State	No. of Separate Localities in State	No. of Persons from State Served by TA Nationally	Cities in State Which Have Travelers Aid Society or Unit	No. of Persons from those Cities Included in State Total	No. of Persons Served by Travelers Aid Society, 1953
SOUTH CAROLINA	174	19,150	Aiken	770	659
			Columbia	3,290	20,515
			Greenville	2,470	7,200
			Spartanburg	2,500	3,962
SOUTH DAKOTA	93	3,390			
TENNESSEE	265	37,550	Chattanooga	4,430	3,646
			Knoxville	3,952	2,773
			Memphis	9,760	35,919
			Nashville	6,210	13,660
TEXAS	362	46,690	Amarillo	1,610	1,797
			El Paso	2,450	5,880
			Fort Worth	4,310	7,103
			Houston	7,850	10,796
			San Antonio	4,570	14,377
UTAH	60	7,010	Ogden	1,350	5,126
			Salt Lake City	4,060	8,343
VERMONT	54	2,560			
VIRGINIA	335	42,880	Danville	2,510	11,855
			Lynchburg	1,220	253
			Newport News	1,520	2,282
			Norfolk	6,850	16,336
			Petersburg	1,550	10,956
			Portsmouth	2,250	4,037
			Richmond	5,990	5,863
			Roanoke	4,750	7,339
WASHINGTON	146	24,390	Seattle	10,510	3,559
			Spokane	3,410	1,730
WEST VIRGINIA	203	12,110			
WISCONSIN	279	24,250	Milwaukee	8,590	15,077
WYOMING	47	2,860			
Outside of Continental U. S. A.	--	90,530			
TOTAL	10,313*	1,443,040			

*Limited to Continental U. S. A.

NATIONAL TRAVELERS AID ASSOCIATION
425 Fourth Avenue • New York 16, N. Y.

Anderson, Geo.

May 18, 1954

Mr. Edward R. Murrow
Columbia Broadcasting System
New York, New York

Dear Mr. Murrow:

After listening to your program this evening, I wonder if you might answer a question for me.

Your commentary on the Supreme Court decision concerning segregation was good. However, my question is why you nor any other commentators have not gone further into the real point envolved.

Too many people in this country and in the other countries of the world have an impression that the South is backward in the matter of racial treatment, and that the reason is a carry over from the War Between The States.

You have failed to understand that the basic question as far as the South is concerned is a matter of States' Rights. My question is; how has the decision of the Supreme Court effected the sovereign rights of the individual states. Education is basically a matter for each state to handle as best fits the state. Cannot the danger of centralization of power far overshadow the threats to our country that are now in the headlines? Has our Federal government overstepped its bounds when it moves into the right of a state to run the education of its citizens in a system that is just to all concerned. I cannot feel that the matter of segregation has anything to do with the quality of the education now being received by the citizens of my state nor any other state. I do feel that the court decision is the result of political planning and a line of thought to increase the power of the federal government, not all at once, but over a long peroid of time.

I am interested in the well-fair of my state and my country, and would appreciate an opinion from someone in such a position as you.

With best wishes and kindest regards, I am:

Very truly yours:

George W. Anderson

COPY

May 18, 1954

Mr. Edward R. Murrow
Columbia Broadcasting System
New York, New York

Antonia Mill Supply
W. Franklin St
Richmond, Va.

Dear Mr. Murrow:

I listened to your program this evening, I wonder if you might answer a question for me.

Your commentary on the Supreme Court decision concerning segregation was good. However, my question is why you nor any other commentators have not gone further into the real point involved.

Too many people in this country and in the other countries of the world have an impression that the South is backward in the matter of racial treatment, and that the reason is a carry over from the War Between The States.

You have failed to understand that the basic question as far as the South is concerned is a matter of States' Rights. My question is; how has the decision of the Supreme Court affected the sovereign rights of the individual states. Education is basically a matter for each state to handle as best fits the state. Cannot the danger of centralization of power far overshadow the threats to our country that are now in the headlines? Has our Federal government overstepped its bounds when it moves into the right of a state to run the education of its citizens in a system that is just to all concerned. I cannot feel that the matter of segregation has anything to do with the quality of the education now being received by the citizens of my state nor any other state. I do feel that the court decision is the result of political planning and a line of thought to increase the power of the federal government, not all at once, but over a long period of time.

I am interested in the well-fair of my state and my country, and would appreciate an opinion from someone in such a position as you.

With best wishes and kindest regards, I am:

Very truly yours:

George W. Anderson

COPY

SEN
Babcock, Fern

February 12, 1954

Dear Mr. Babcock:

Many thanks for sending me the February issue of the "Intercollegian" which contained the story on SEE IT NOW.

Both Mr. Fred Friendly and I were most interested to see this.

Sincerely yours,

Mr. Fern Babcock
600 Lexington Avenue
New York 22, New York

the intercollegian

Published by
the National Student Council YMCA and the National Student YWCA

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600 Lexington Avenue
New York 22, New York
January 20, 1954

Mr. Edward R. Murrow
Columbia Broadcasting Company
485 Madison Avenue
New York 22, New York

Dear Mr. Murrow:

On page 18 of the enclosed issue of The Intercollegian, you will see a brief story describing your excellent work in coming to the defense of civil liberties on your "See It Now" television show.

You may also be interested in the list of outstanding radio and television commentators on page 23.

This letter brings you my best wishes.

Sincerely yours,

Fern Babcock

Fern Babcock

FB:CBG
Enclosure

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H[illegible]E

RESP[illegible]ITY

OF FREEDOM IN THE WORLD • UNDER GOD A NEW BIRTH OF FREEDOM IN THE WORLD • UNDER GOD A NEW BIRTH OF FREEDOM IN THE WORLD UNDER GOD A NEW BIRTH OF FREEDOM IN THE WORLD • UNDER GOD A NEW BIRTH OF FREEDOM IN THE WORLD • UNDER GOD A NEW BIRTH OF FREEDOM IN THE WORLD • UNDER GOD A NEW BIRTH OF FREEDOM IN THE WORLD UNDER GOD A NEW BIRTH OF FREEDOM IN THE WORLD • UNDER GOD A NEW BIRTH OF FREEDOM IN THE WORLD • UNDER GOD A NEW BIRTH OF FREEDOM IN THE WORLD UNDER GOD A NEW BIRTH OF FREEDOM IN THE WORLD • UNDER GOD A NEW BIRTH OF FREEDOM IN THE WORLD • UNDER GOD A NEW BIRTH OF FREEDOM IN THE WORLD UNDER GOD A NEW BIRTH OF FREEDOM IN THE WORLD • UNDER GOD A NEW BIRTH OF FREEDOM IN THE WORLD • UNDER GOD A NEW BIRTH OF FREEDOM IN THE WORLD UNDER GOD A NEW BIRTH OF FREEDOM IN THE WORLD • UNDER GOD A NEW BIRTH OF FREEDOM IN THE WORLD • UNDER GOD A NEW BIRTH OF FREEDOM IN THE WORLD UNDER GOD A NEW BIRTH OF FREEDOM IN THE WORLD • UNDER GOD A NEW BIRTH OF FREEDOM IN THE WORLD • UNDER GOD A NEW BIRTH OF FREEDOM IN THE WORLD UNDER GOD A NEW BIRTH OF FREEDOM IN THE WORLD • UNDER GOD A NEW BIRTH OF FREEDOM IN THE WORLD • UNDER GOD A NEW BIRTH OF FREEDOM IN THE WORLD UNDER GOD A NEW BIRTH OF FREEDOM IN THE WORLD • UNDER GOD A NEW BIRTH OF FREEDOM IN THE WORLD • UNDER GOD A NEW BIRTH OF FREEDOM IN THE WORLD UNDER GOD A NEW BIRTH OF FREEDOM IN THE WORLD • UNDER GOD A NEW BIRTH OF FREEDOM IN THE WORLD • UNDER GOD A NEW BIRTH OF FREEDOM IN THE WORLD UNDER GOD A NEW BIRTH OF FREEDOM IN THE

MARKED COPY

NO. 6 FEBRUARY 1954

THEY TOOK RESPONSIBLE ACTION

Continued

and Black does not represent the opinions of the entire student body. He is right. If our editorial page—written by a mere handful of students—attempted to reflect the opinions of everybody it would be a mumbo-jumbo of conflict and contradictions.

"We believe that the students and alumni of the University, while they may not always agree with us on all points, want and need a campus newspaper uninhibited by the slime of state political entanglements. . . .

"Mr. Harris has given us two choices —to stand up for what we believe and lose our voice, or to acquiesce and lose face. We choose the first course. If we yield without a word of protest we commit not only ourselves but all future staffs to a quisling position."

MODEL SENATE

University of California students hold monthly sessions of a Model Senate.

THE PURPOSE of the Model Senate at the University of California is to stimulate party loyalty, to provide a forum for the expression of student views on current national issues, and to learn about the procedures of the U.S. Senate on which it is patterned.

The Senate convenes once each month. The "senators" are selected by the Democratic and Republican party caucuses in the current ratio of the U.S. Senate. Any student may join the caucus of his choice. The project is sponsored by the University YMCA and YWCA in cooperation with the university's Political Science Department. It has a distinguished group of consultants in the community. The headquarters for the party caucuses alternate between the YMCA and YWCA office each month. The invitation to participate in the Senate reads in part:

"Join the Republican or Democratic caucus, whichever you prefer. These caucuses will send members to the monthly Senate meetings to support their respective platforms. Student Senators will debate and vote on real bills concerning national and international issues according to rules and procedures patterned after those of the national Senate. Party representation in the Model Senate will conform to that in Washington. Bi-partisan committees will be organized, as needed, to prepare legislation for debates. . . . You may assume the role of a Senator in defending your caucus' point of view on Tidelands Oil, FEPC, Korea Policy or other timely issues. Subjects for debate will parallel major questions of public policy under discussion in Washington."

MURROW PROTECTS CIVIL LIBERTIES

Twice in recent months Edward R. Murrow has thrown the spotlight of his TV Show, "See It Now" on situations where civil liberties were being threatened.

FIRST-LIEUTENANT MILO J. RADULOVICH wished to continue in the U.S. Air Force Reserve but was advised to resign because he was considered a "security risk." When Lieutenant Radulovich refused to resign with his reputation in question, he was dismissed from the service. Mr. Murrow devoted an entire program to the background of this case, showing the opinions of Lieutenant Radulovich's family, friends and neighbors. He announced that similar TV time was available for the Air Force to state its side of the case. The decision of the administrative board of the Air Force was later reversed by Harold E. Talbott, Secretary of the Air Force. Lieutenant Radulovich is now a member in good standing of the Air Force Reserve.

THE AMERICAN CIVIL LIBERTIES UNION was organizing a chapter in Indianapolis, Indiana. Permission to hold the meeting in the World War Memorial Building was canceled when the American Legion protested, saying that the principal function of the ACLU was to defend communists. The committee then tried to rent various other auditoriums in hotels, the city YMCA, and the Knights of Columbus Hall, but was refused for various reasons. The Reverend Victor L. Goosens, pastor of St. Mary's Roman Catholic Church, invited the ACLU to meet in a church building. Edward R. Murrow devoted a full evening program to this incident. He showed the committee seeking a hall and then showed excerpts of the ACLU meeting, alternating with excerpts of an American Legion meeting held simultaneously.

CONGRATULATIONS TO MR. MURROW for his courage in calling public attention to these issues, and to the Aluminum Company of America which sponsors Mr. Murrow in "See It Now" on Tuesday evenings at 10:30 EST.

ORCHIDS FOR A BRAVE LADY

The University of Hawaii YWCA alerted other CA's concerning threats to Portland home-owner who refused to evict her Hawaiian tenants.

HONOLULU NEWSPAPERS carried a story about the threats that came to Mrs. A. V. Clure of Portland, Oregon, because she refused to evict eleven Hawaiian tenants from her apartment house. Strange people called in person and by phone telling her to evict the tenants or take the consequences. One man threatened death.

When members of the YWCA cabinet at the University of Hawaii saw the newspaper account they wrote letters to Mrs. Clure, to the Mayor of Portland, and to newspapers of that city. They wrote also to YMCA's and YWCA's on the West Coast and to the National YWCA, asking them to write letters to responsible persons in Portland.

The City Council of Portland cabled an apology to the Honolulu Board of Supervisors when it learned that the Hawaiian city government planned to lodge a formal protest on behalf of the Hawaiian residents. A Honolulu radio station signified Hawaii's acceptance of the apology by sending 3000 orchids to Portland for Mrs. Clure and for distribution in the hospitals of Portland.

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to be informed on public affairs

Major channels for accurate and up-to-date information are books, newspapers, magazines and newsletters, radio and TV, and organizations. Drawing on these sources, Ernest W. Lefever has compiled an admirable guide to information on international affairs. (*Christian Ethics and U.S. Foreign Policy*, an Annotated Reading List and Guide to Current Information. At 35 cents, from National Counicl of Churches, New York 10.

• BOOKS—The Christian Association might help its members choose the few books they can take the time to read.

• NEWSPAPERS—Everyone should read regularly at least one good newspaper. When Edward L. Bernays conducted a poll of 213 newspaper publishers, they listed these as the ten top newspapers: The New York Times; St. Louis Post-Dispatch; Christian Science Monitor; Louisville Courier Journal; Kansas City Star; New York Herald-Tribune; Chicago Daily News; Washington Post; Baltimore Sun; and Milwaukee Journal.

• RADIO AND TV COMMENTATORS—Mr. Lefever lists the following outstanding news commentators, recipients of both the *Peabody Award* and the *Overseas Press Club* grant:

American Broadcasting Company (ABC)—Martin Agronsky, Erwin Canham, Elmer Davis.

Columbia Broadcasting System (CBS)—Bill Costello, Charles Collingwood, Bill Downs, Don Hollenbeck, Larry Leseur, Edward R. Murrow, David Schoenbrun, Eric Sevareid, Howard K. Smith.

Mutual Broadcasting System—Cecil Brown.

National Broadcasting Company (NBC)—Henry Cassidy, W. W. Chaplin, Merrill Muller.

• ORGANIZATIONS—A number of national organizations play a significant part in the preservation and development of American life. Among the organizations to which students should be introduced are: The American Association of the United Nations, American Association of University Women, American Civil Liberties Union, Christian Action, Foreign Policy Association, League of Women Voters, League for Industrial Democracy, National Association for the Advancement of Colored People, The Urban League. They should also know of the work of the National Council of Churches, and the movements for social action within their denominations.

Constitutional Rights and Liberties

A TRUE-FALSE TEST

According to the American Bill of Rights are these statements true or false:

1. Radicals have the same right to run for public office and to make political speeches as other political leaders.
2. There is no limit to the bail that may be required or to the punishment that may be imposed on those who have been accused or convicted of disloyalty to the United States.
3. The local unit of the National Guard has the right to appropriate the use of any home for the quartering of soldiers at any time.
4. In criminal prosecution the defendant has the right to a trial by jury within the state and the district where the crime was committed.
5. A person may not be tried in court more than once for the same offense.
6. The Bill of Rights guarantees an applicant's right to a job regardless of his race, religion or national origin.
7. Every criminal however bad is entitled to the help of counsel in his defense.
8. Laws to prevent or punish subversive activities such as treason, espionage and sabotage are forbidden by the Bill of Rights.

According to your point of view would you consider the following true or false:

9. The Attorney General is justified in issuing his list of subversive organizations without granting them a hearing.
10. Police officials should have the right to listen in on private telephone calls.
11. Everyone should be taxed to support religious organizations.
12. Loyalty oaths for government employees should be confined to jobs where the national security is involved.
13. Congress should investigate the political beliefs of first generation Americans in order to determine whether or not they are loyal to the U.S.
14. Movies, plays and books should be suppressed if they present an offensive characterization of a racial or religious group.
15. Citizens organizations should have the right to censor library and public school books which contain certain information about Communism.

According to your information would you consider the following true or false:

16. The concept of guilt by association has developed as a part of a current movement in America to guarantee constitutional liberties to every American.
17. The right to vote is in some states restricted by poll taxes, white primaries and other devices.
18. Under present federal law employed women are guaranteed equal pay with men for equal work.
19. In some states laws forbid colleges to use a quota system to limit enrollment of certain racial and religious groups.
20. In our nation's capitol, Negro citizens are guaranteed by law the right to eat in all public restaurants.

BEGC 01

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Beecher, R. Adm.
W. G. Jr.

DE BEPW 79A

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FM CHINFO

TO MR EDWARD R MURROW CBS 485 MADISON AVE NYK

GRNC

Thanks.

YOUR EFFECTIVE AND DRAMATIC PRESENTATION TUESDAY NIGHT EMPHASIZED TO THE AMERICAN PUBLIC THE CONTINUING ROLE THE NAVY PLAYS IN WORLD PEACE X MY CONGRATULATIONS TO YOU IN HUMANIZING THE INDISPENSABLE PART OF THE UNITED STATES NAVY CMM ITS MEN X WELL DONE X

REAR ADMIRAL W G BEECHER JR

30/1849Z DEC BEPW

1954

SIN
Beverley, Mayor Marshall

January 28, 1954

Dear Mayor Beverley:

Thank you for your nice letter of January 25 and kind comments concerning SEE IT NOW.

I shall look forward to receiving the certificate naming me an honorary member of the Friendship Veterans Fire Engine Company. It is indeed good of you to say that you will send it to me.

Cordially yours,

Mayor Marshall J. Beverley
Alexandria, Virginia

January 19, 1954 - Program: Alexandria, Va. vs. Hudson, N.Y. on the antique fire engine.

"George Washington's Home Town"

CITY OF ALEXANDRIA

VIRGINIA

MARSHALL J. BEVERLEY
MAYOR

January 25, 1954

Mr. Edward R. Murrow
Columbia Broadcasting System
New York, New York

My dear Mr. Murrow:

I am enclosing copy of a letter sent to Mr. Charles M. Fales, President of the Firemen's Association of New York, regarding the historic fire engine we are trying to have returned to George Washington's Fire Engine Company. I feel the evidence you presented will help to effect the return of this equipment.

I do want to say that I have received letters from all over the country - North, South, East and West - and everyone believes that your testimony proved that the engine in question actually belongs to Alexandria. I have also received wonderful comments about your "You See It Now" program, and I have also heard numerous individuals say it was one of the best they have ever seen.

In the very near future I shall be most pleased to forward a certificate naming you an honorary member of the Friendship Veterans Fire Engine Company.

With kindest personal regards, I am

Sincerely,

Marshall J. Beverley

Marshall J. Beverley
Mayor

Encl.1

January 25, 1954

Mr. Charles M. Fales, President
Firemen's Association of the State of New York
92 Clove Avenue
Haverstraw, New York

Dear Mr. Fales:

I have not received any official statement from your investigating committee regarding the fire engine which I have been trying to obtain for the City of Alexandria, and which is presently in the Firemen's Museum at Hudson, New York. I have been made aware through the press, and from Mr. Edward R. Murrow's "You See It Now" program, televised on Tuesday, January 19, that the Board stated it could not discover any evidence that this engine came from Alexandria. As you know, it was captured by the New York Zouaves in 1861.

I feel that many, many citizens, no doubt millions throughout the country, after seeing the evidence produced by Mr. Murrow that the engine No. 289, which is listed in a catalog in the museum stating this equipment originally came from Alexandria, Virginia, are convinced that this fire engine was captured from this City during the Civil War. I certainly feel the record in the catalog is authentic. I have also proven to you by a certified statement, submitted by The Alexandria Gazette, quoting from that paper dated May 25, 1861, that a regiment of New York Zouaves, under the command of a Colonel Ellsworth, had arrived in Alexandria. This, undoubtedly, proves that the Zouaves were here; and with the record in your museum stating the engine did come from Alexandria, I feel it is rightfully ours. Also, The Home Insurance Company of New York, publishers of the book "Engine!-Engine!" verifies this, stating that the records are authentic.

On behalf of the Friendship Veterans Fire Engine Company, which was organized by General George Washington in 1774, we would like for you to call a meeting as soon as possible to review the evidence brought forward on Mr. Murrow's CBS program, and which all of us feel is correct.

It is my hope that the Firemen's Association of the State of New York will see fit to return this historic piece of equipment to its original home as a gesture of good will.

Sincerely yours,

Marshall J. Beverley
Mayor

P.S. Iam not trying to start another "War between the States" but feel that the engine belongs to Alex.Va. Also enclosed is a copy of the Wash.Star a story giving facts from history about the New York Zouaves being in Wash. and Alex. and how they turned the cities upside down and called those devilish fellows.

SIN
Biddle, Margaret

September 15, 1954

Dear Margaret:

Very many thanks for your nice cable about the Adenauer, Mendes-France interview.

It went over very well here and we were glad to be able to do it. The transcript was sent to you on receipt of your cable so I trust you have received it by now.

Janet joins me in sending you warm regards, and we both look forward to seeing you after you return to New York.

As ever,

Mrs. Thompson Biddle
14 Rue Las Cases
Paris 7, France

CBS NY GA

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MARGARET BIDDLE

done

hatchi

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Feb-Apr

Binford, R. Adm. Thomas H.

COLUMBIA BROADCASTING SYSTEM, INC.

485 Madison Avenue, New York 22, New York · PLaza 5-2000

FRANK STANTON
President

March 1, 1954

Dear Admiral Binford:

I greatly appreciate your thoughtful and friendly note about the SEE IT NOW broadcast last week. I can understand why you and all of your associates at Fort Slocum were happy about the program, since the Armed Forces Information School contributed so substantially to the material used.

I am sending it to Mr. Murrow, Mr. Friendly and their associates, so that all who worked on the program will know that the outcome was to your entire satisfaction.

With all good personal wishes now and for the future.

Sincerely yours,

F. S.

COPY

Rear Admiral Thomas H. Binford, USN
Commandant
Armed Forces Information School
Fort Slocum, New York

k

bc: Messrs. Murrow, Friendly et al (with original correspondence)

REAR ADMIRAL THOMAS H. BINFORD, U.S. NAVY

Accept Regret
Appropriate action
Background?
FYI File JSM
Note & return
Phone FS
Reply direct
Return to sender
Status?
Suggest reply
To discuss
Comment or recommendation
Copy to FS
URGENT f/u

26 February 1954

Mr. Frank Stanton, President
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, New York

Dear Mr. Stanton:

Last Tuesday on Mr. Edward R. Murrow's program, SEE IT NOW, the public was made aware of the Armed Forces Information and Education program. A thoughtful member of your staff alerted us that this program would be shown, and as a result most of us here at the Armed Forces Information School stood by to witness same. Since part of the program was filmed here at Fort Slocum, we naturally had an added interest.

I am happy to know that CBS could give the public an understanding of this all-important subject as well as present to the public some of the things we are doing in the Armed Forces in regard to Information and Education. The presentation was excellent.

On behalf of myself and the staff and faculty of the Armed Forces Information School, Fort Slocum, New York, I want to express our sincere appreciation to you and Mr. Murrow for your able assistance.

With my personal regards and every good wish, I am

Sincerely yours,

Thos. H. Binford

THOS. H. BINFORD
Rear Admiral, U. S. Navy
Commandant
Armed Forces Information School

SIN
Boston, Robert

February 10, 1954

Dear Mr. Boston:

Many thanks for your letter of February 2nd suggesting that we do a program in connection with the Pennsylvania Working Home for Blind Men. This is just a note to tell you that I am passing your letter along to Mr. Fred W. Friendly, Producer of SEE IT NOW, for his consideration.

Sincerely yours,

Mr. Robert Boston
Public Relations
Pennsylvania Working Home for Blind Men
36 Street and Lancaster Avenue
Philadelphia 4, Pennsylvania

rh
cc: Mr. Fred Friendly

Bukantz SIN!
Bukantz, Samuel

August 19, 1954

Dear Dr. Bukantz:

In Mr. Murrow's absence on vacation I am replying to your letter of August 7th.

I regret to have to tell you that it will not be possible for Mr. Murrow to accept your kind invitation for him to participate in your Liberal Forum since the pressure of his radio and television schedule is such that he has had to decide not to undertake anything in addition.

I am, however, passing your letter along to Mr. Fred Friendly, Producer of SEE IT NOW, for his consideration.

Sincerely yours,

Rebecca Holder
Secretary to Mr. Murrow

Dr. Samuel C. Bukantz
110 South Central Avenue, Clayton
Saint Louis 5, Missouri

cc: Mr. Friendly

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

W. P. MARSHALL, PRESIDENT

FX-1201

Chatterton Ruth

SYMBOLS

DL=Day Letter

NL=Night Letter

LT=Int'l Letter Telegram

VLT=Int'l Victory Ltr.

[10]

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

NA489 PD=NEWYORK NY 19 1102P=

ED MURROW=DLR CBS TV

485 MADISON AVE=

DEAR ED MURROW: YOU ARE ALWAYS GREAT: TONIGHT YOU WERE MAGNIFICENT=

RUTH CHATTERTON=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

SIN
Chidlaw, Gen. B.W.

December 24, 1954

Dear General Chidlaw:

Many thanks for your letter of November 29th and for your generous comments on our SEE IT NOW program.

It is indeed gratifying to know that our efforts were so well received, and I certainly appreciate your thoughtfulness in writing to me about it.

Sincerely,

General B.W. Chidlaw
Air Defense Command
ENT Air Force Base
Colorado Springs, Colorado

fe

cc: Fred Friendly

cc 20

AIR DEFENSE COMMAND
ENT AIR FORCE BASE
COLORADO SPRINGS, COLORADO

OFFICE OF THE COMMANDER

29 November 1954

Mr. Edward R. Murrow
The Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

I have purposely waited until now to write you because I wanted general comments from the field to come in on your excellent SEE IT NOW TV broadcast of Tuesday, November 16th. Now, I am writing not only my appreciation but also the thanks of all the men and women of the Air Defense Command for the efforts of yourself and your staff to gain for us a national understanding and acceptance of the jet and its noises of operation.

All of us have been greatly concerned that something so personal and natural as a man's concern for the security of his family, home, and country should have become so perverted in the public mind as to be considered a community nuisance and an individual burden unnecessary to be borne.

Your program was therefore invaluable to us in the air defense system because it showed that the Air Force may unwittingly increase its problems by not sharing them.

That bell ringing presentation of yours, which summed up all these things so admirably, pointed out the failures of the Air Force and the community alike; illustrated what is possible when they get together and work as one, and could not have come at a better time to advance the public appreciation of how real, personal, and demanding the air defense of this country has become -- as well as what it takes from everyone to have that air defense.

Mr. Edward R. Murrow 29 Nov 54

I would like these thanks to include Fred Friendly, and your entire production staff for their tirelessness and energy in seeing the project through from its original conception to the viewer.

B. W. CHIDLAW
General, USAF
Commander

Dougherty Chas
ILL

February 8, 1954.

Dear Justice Dougherty:

Very many thanks for your nice letter and kind comments. It was a great pleasure to have you on the program, and I am glad that you enjoyed the experience.

Permit me to extend to you the thanks of my colleagues and myself for the fine co-operation you gave us.

Sincerely yours,

Chief Justice Charles S. Dougherty
Criminal Court of Cook County
Chicago 8, Illinois.

cc. Fred Friendly.

Criminal Court of Cook County
Illinois

Chambers of
Charles S. Dougherty
Chief Justice

Chicago 8

February 3, 1954

Mr. Edw. R. Murrow,
Columbia Broadcasting Co.,
485 Madison Avenue,
New York, N. Y.

Dear Mr. Murrow:

May I express to you my appreciation for the opportunity given me of presenting my views in the controversy arising out of the actions of the Norwalk, Conn. Post. It was a thrilling experience and I am especially indebted to your assistants who aided me in the presentation.

I could not help but reflect as I was listening to myself speak, realizing as I did that my words were being listened to by millions of people, on the early days when I spoke against communism - which was in the latter months of 1919 and the early 1920's - at which time we were lucky if we had an audience of more than twenty-five people and I am sure that if we had the mediums that exist today, radio, television, etc. at that time, the cancerous growth of communism would have been halted and the movement would never have grown to the proportions that it assumes today.

May I say in conclusion that for many years I have been one of your appreciative listeners and I am certainly happy that I had the opportunity to have been associated in this broadcast with a man of your caliber.

Sincerely,

Charles S. Dougherty

Chief Justice

CSD/r

SDR
Frayne, Pat

January 14, 1954

Dear Mr. Frayne:

Thank you for your letter of January 5th and kind comments concerning my programs. We have already done the "wetback" story once on SEE IT NOW on May 10, 1953. It still is an interesting story, but I rather doubt that we shall be doing it again in the near future. However, should we decide to do so, I will certainly get in touch with you.

Sincerely yours,

Mr. Pat Frayne
Special Representative
Attorney General
Department of Justice
State Building
San Francisco, California

rh

UNDERHILL 1-8700

PAT FRAYNE
SPECIAL REPRESENTATIVE
ATTORNEY GENERAL

DEPARTMENT OF JUSTICE
STATE OF CALIFORNIA

STATE BUILDING
SAN FRANCISCO

EDMUND G. BROWN
ATTORNEY GENERAL

STATE OF CALIFORNIA

DEPARTMENT OF JUSTICE

Office of the Attorney General

STATE BUILDING, SAN FRANCISCO

WILLIAM V. O'CONNOR
Chief Deputy Attorney General

T. A. WESTPHAL, JR.
Chief Assistant Attorney General
Division of Civil Law

WALLACE HOWLAND
Chief Assistant Attorney General

HAROLD G. ROBINSON
Deputy Director
Division of
Criminal Law and Enforcement

Jan. 5,1954

Edward R. Murrow,
Columbia Broadcasting Company,
TV.
485 Madison ave.,
New York City,22,N.Y.

Dear Mr. Murrow:

I am one of the millions who enjoy your objective reporting via TV and am appreciative of your contribution to clearer thinking through factual information. I recently returned from three and a half years in Europe from Athens to Oslo where I participated in the little known Labor Information program of ECA, where we found trade unionists hungry for information on American labor's share in democracy and for reasons to be opposed to communism. But that is another story.

31N did
N last year
ay 10, 1953

I am writing you to suggest a project by you on the "wetback" situation in California. This subject has many facets: the need of California's major industry--agriculture--for stoop labor; the opportunity of better pay it affords the underprivileged Mexican; the 416,000 (correct) who are deported annually because of illegal entry; the exploitation possibilities by labor contractors; the birth of their children in this country automatically giving them constitutional citizenship; the drain on California's Aid to Needy Children program and county welfare funds; the by-product of marijuana importation; the open door for potential enemy saboteurs lost in the shuffle of the invasion of workers.

Leading the campaign for a greater public awareness of this situation is Attorney General Edmund G. Brown who will make himself available for you if you would consider this project. It's a complex one that lends itself to your media.

If you are interested just make your plans and let us know what we can do to help you.

Sincerely yours,

Pat Frayne

Pat Frayne
Special Representative.

REALISTIC CONTROL OF 'WETBACKS' IS NEEDED TO PREVENT ENEMY AGENTS FROM ENTERING

If more than 416,000 "wetback" Mexicans can enter our State annually and seep into the far north, working openly in California fields and orchards, there is no doubt in that representatives of unfriendly nations can use the same methods of infiltration.

The danger to our national security is apparent if we condone the entry of illegal labor, if within their ranks there is the possibility that agents of unfriendly powers can also find cover. An iron curtain is not proposed between Mexico and the United States, but a realistic control of those entering this country.

It may not be solely a personal economic enterprise on the part of narcotic peddlers to flood our country with a new moral disease, far more devastating than germ warfare. This might easily be a political technique, used before in our recent war history, to break down the moral fibre of a nation.

Beyond this is the possibility of havoc which can be perpetrated on our many avenues of communication, if we were to be victims of a surprise attack by an enemy power. The presence of enemy agents, not so highly visible as the field workers from Mexico, is a far greater threat. Our railroads, our telephone lines, our radio and television communications, our press, our waterways and our highways could be sabotaged by the presence of enemy agents.

(Edmund G. Brown, Attorney General)

EDMUND G. BROWN

S.F.Bar Association
Sept. 15,1953

A multitude of crimes are hidden under the term "wetbacks" -- illegally imported Mexican labor.

What appears to be an economic problem of getting "stoop labor" to handle the year around harvests, has grown into a grave social problem, involving murder, prostitution, robbery and a gigantic illegal narcotic infiltration.

When one realizes that an average of more than 1,000 Mexicans are slipped into this country illegally, and that 416,000 "wetbacks" were returned to Mexico in the fiscal year of 1952-53, by our Immigration Service, it can readily be seen that we have all the ills and evils of an illegal underground and underworld operation.

It is obvious that smuggling human beings across a border is a more cumbersome job than the smuggling of marijuana, heroin, morphine, opium and knives. It is obvious that those who defy one law -- as brazenly as our immigration law is being defied -- wouldn't hesitate to violate any other law. As a result, California is being victimized by compounded felonies. The reports of our State Department of Justice and the activities of our State Narcotic Enforcement officers disclose a startling increase in narcotic smuggling and use of narcotics.

Last year there were six brutal murders of "wetbacks" in San Diego County alone, the bodies being found in obscure

places near the border. It is assumed they were killed for the money they had saved and were returning with to their home villages. Arrested "wetbacks" have been found to be carrying as much as $1000, with average "wetback" bankroll being between $200 and $300. Many of them get what is known as the Mexican standoff -- your money or your life -- and are rolled for their money alone if they don't put up a fight. Even many of those who get back to their home country are victims of robbery.

Those who deal in the smuggling of "wetbacks" are labor contractors who get a take from both sides of the border. The charge for smuggling a "wetback" into the United States is $100 to $125 a head, while ranchers on the American side of the border pay the contractor $25 a head for the labor. The contractor also sets up the so-called housing and the feeding for the "wetbacks" for which the "wetback" pays heavily.

The wages paid fluctuate, although the California State Federation of Labor's investigators contend some "wetbacks" are paid as little as 20 cents an hour.

Pimps and procurers set themselves up in business with a handful of prostitutes, using their automobiles, hidden in wooden places, as brothels. Marijuana and other narcotics go hand in hand with these illicit communities, and expand their operations into other communities.

This malignant growth is a threat to our society, and can only be met by recognizing its existence and taking steps

toward its eradication. This requires more personnel to effect more control, tighter legislation and swift justice.

SIN
Jackson, Justice

February 8, 1954

Dear Justice Jackson:

Pursuant to our telephone conversation, I should like to give you a brief outline of the proposed program having to do with the work of the Legal Aid Society.

SEE IT NOW expects to do a report on the work done by the Legal Aid Society. The plan is to do most of this in the field with a Legal Aid Society lawyer as he (or she) goes from client to client making sure that everybody gets fair representation. It is our plan, for example, to take one Legal Aid Society lawyer and spend a week with him when he goes to the tombs to consult the client. We would sit in on the sessions. We would do everything involved with the defense of the individuals with the exception of going into the courtroom. It is our hope that in this manner we would be able to see how the Legal Aid Society works and how it insures a fair "day in court" for every American.

At the end of this report, which might conceivably evolve about as many as ten different cases, we would attempt to tie the entire report and the aims and purpose of Legal Aid together by asking you why and how Legal Aid was first conceived, and how it contributes to our democratic form of life. The mechanics of the interview with you would require about two hours of your time. I would hope to sit down in your chambers or your home and chat. A camera would record the entire conversation. It is conceivable that you might be willing to use the opportunity to expand the conversation in one or two directions of similar nature, but this is a problem that we should be able to work out at the time of the interview.

I very much hope that you may see your way clear to undertake this task. There is no urgency about it, and I am sure we could arrange a convenient time and place.

Sincerely yours,

Justice Robert H. Jackson
Supreme Court of the United States
1 First Street, N.E.
Washington, D.C.

rh

CBS TELEVISION

Office Communication

to: Ed Murrow, for Justice Jackson

from: Fred Friendly

5 February, 1954

"See It Now" expects to do a report on the work done by the Legal Aid Society. The plan is to do most of this in the field with a Legal Aid Society lawyer as he (or she) goes from client to client making sure that everybody gets fair representation. It is our plan, for example, to take one Legal Aid Society lawyer and spend a week with him when he goes to the tombs to consult the client. We would sit in on the sessions. We would do everything involved with the defense of the individuals with the exception of going into the courtroom. It is our hope that in this manner we would be able to see how the Legal Aid Society works and how it insures a fair "day in court" for every American.

At the end of this report, which might conceivably evolve about as many as ten different cases, we would attempt to tie the entire report and the aims and purpose of Legal Aid together by asking Mr. Justice Jackson why and how Legal Aid was first conceived, and how it contributes to our democratic form of life. The mechanics of the interview with Justice Jackson would require about two hours of the Justice's time. The Justice and Murrow would sit down in the Justice's chamber or his home and chat. A camera would record the entire conversation. It is conceivable that Justice Jackson might be willing to use the opportunity to expand the conversation in one or two directions of similar nature, but this is a problem that the principles should be able to work out at the time of the interview.

John William
SIN

November 24, 1954

Dear Bill:

Many thanks for your letter of November 19th and for calling my attention to the fact that SEE IT NOW is now to be seen in your area. We will do our best to make some mention of this on our program but as you know we are always crowded for time and we may not get an opportunity.

Sincerely yours,

Mr. William Jahn,
TV Editor
Seattle Post Intelligencer
Seattle, Washington

fc

Seattle Post-Intelligencer
The Great Newspaper of the Great Northwest
ESTABLISHED 1863

Nov. 19, 1954

Mr. Edward R. Murrow
CBS Television Network
New York City, N.Y.

Dear Ed,

In case it hasn't been called to your attention, your program will have the honor of being the first program to take advantage of two new television cable circuits to Seattle and the Pacific Northwest.

Next Tuesday the Pacific Telephone Company is placing the two new cable circuits in operation, and your show at 7:30 p.m. Pacific Standard Time, See It Now, will be the first show to come in on a second cable. There will also be a third cable, which won't be in use at that time.

The first cable to Seattle was opened up on July 6, 1952, in time for the Republican National Convention that summer. The first program came from a Chicago hotel and from convention headquarters on the Sunday afternoon preceding the opening of the convention, and was telecast on KING-TV, Channel 5, the then only television station in the Pacific Northwest.

The broadcast, I might point out, was from the CBS-TV Network and over a temporary network erected after payment of a special $50,000 one-time fee, which I believe was paid by the network for the sponsor.

I have been TV editor of The Post-Intelligencer since December, 1951, campaigned both for the first cable; and ever since for additional circuits. This is a real developement for the Pacific Northwest, and gives all three national television networks full-time cable service to Seattle.

Hope you can find time to point out that Washington, a television territory, is at last joining the Union as a full-time television state.

Sincerely,

Bill Jahn

Bill Jahn
TV Editor

PS See It Now is telecast over KTNT, Tacoma, CBS for Seattle-Tacoma.

S J N
Kearl, Wayne

CBS TELEVISION

A Division of Columbia Broadcasting System, Inc.

485 MADISON AVENUE, NEW YORK 22, N.Y. • PLAZA 1-2345

March 10, 1954

Mr. Wayne Kearl
KONA-TV Station
1534 Kapiolani Blvd
Honolulu, Hawaii

Re: "See It Now"

Dear Wayne:

I regret but the problems involved in securing "See It Now" for local coop use are too great for us to overcome at this time. You have my assurance the matter was thoroughly checked by me personally with Mr. Murrow who indicated his approval if other elements involved in such an operation would similarly approve. Other elements include Program Department, Sales Department, client, Legal Department and the operation of a coop arrangement, which, at this time has not been established for TV's here at CBS. For instance, prices would have to be established for your commercial use of this property and contracts would have to be revised to provide for the disbursement of such fees. Further, it is self-evident that an important program such as "See It Now" would be of sufficient interest to many other stations and that the arrangement you suggested would of course have to be made available to our entire affiliate list.

Someday, perhaps soon, a coop department might be considered by CBS but at this time your request must be denied.

Cordially,

RFJ:yb
cc: Mr. Edward R. Murrow

Kiefer, Marie
S2R

February 16, 1954

Dear Miss Kiefer:

Your letter addressed to Mr. Murrow has been turned over to me for reply in his absence.

Thank you for your kind comments about SEE IT NOW and the presentation of the coffee situation.

Sincerely yours,

Kay Campbell
EXECUTIVE ASSISTANT

Miss Marie Kiefer
National Association of Retail Grocers
360 North Michigan Avenue
Chicago 1, Illinois

rh

January 26, 1954 Program: New York Coffee Exchange

Publisher of National Grocers Bulletin

NATIONAL ASSOCIATION OF RETAIL GROCERS

GENERAL OFFICES:
360 NORTH MICHIGAN AVENUE, CHICAGO 1, ILLINOIS

February 3, 1954

Secretary-Manager: MARIE KIEFER

Mr. Edward R. Murrow
Columbia Broadcasting System
New York, New York

Dear Mr. Murrow:

Several of our members, including our treasurer, Mr. Ray Cowperthwaite, saw your "See It Now" program and thought your explanation of the grocer's position in the current coffee uproar was most informative and accurate.

So highly did Mr. Cowperthwaite commend the program that he asked that a letter be sent to you. Unfortunately I did not see the show, a fact which I regret very, very much.

Sincerely yours,

Marie Kiefer

MK/kh

Officers and Directors: V. L. BROWNER, *President, Des Moines, Iowa* • ALVIN V. HOKANSON, *Vice President, Porter, Indiana* • J. J. DRATT, *Treasurer, Highlands Springs, Virginia*
GERARD KLOMP, *Past President, Ogden, Utah* • RAY COWPERTHWAITE, *Bushnell, Illinois* • W. H. CRAWFORD, *El Monte, California* • SCOTT DETRICK, *Louisville, Kentucky*
R. J. FREDERICK, *Beaver Dam, Wisconsin* • Rufus Starnes, *Abilene, Texas*

S. WALTER STAUFFER
19TH DISTRICT, PENNSYLVANIA

HOME OFFICE:
POST OFFICE BUILDING
YORK, PENNSYLVANIA

S 200

COUNTIES:
ADAMS, CUMBERLAND, YORK
COMMITTEE:
PUBLIC WORKS

McLaughlin, Harry J.

Congress of the United States
House of Representatives
Washington, D. C.

February 13,1954

Mr. Edward R. Murrow
News Director
Columbia Broadcasting Company
New York, N.Y.

Dear Mr. Murrow:

I usually do not pay much attention to awards that are given to radio, TV and movie people, but in the case of the Television Academy I would like you to know that I agree with them 100 per cent on their choice for TV personality of 1953. Congratulations!

My little note probably will not mean much to you, but as a newspaperman with The York, Pa. Dispatch until I joined Congressman Stauffer and the "Eisenhower" team in January, 1953 I can appreciate what you are trying to do on your Tuesday night show. You have vision, and that is the most important asset a reporter can have.

I can honestly say ~~that~~ there are few shows that I re-arrange my schedule to witness, but your See It Now is a "must." First I appreciate your presenting both sides of a critical and important issue, no matter whose feet you might trample on, and second, the objective way in which you do it. At the same the show is entertaining.

One subject you might wish to stick your teeth into is that of Puerto Rican labor in United States. Several hundred seasonal workers come into our county alone. But what is happening, not only here, but Illinois, New York, and elsewhere, is that some of the labor will work for one week, move into the bigger cities. I understand Illinois relief rolls are jumping because of the new P.R. labor. I realize they are American citizens, but they must also accept the responsibilities as well.

Off record, for the moment, my chief has asked the Secretary of Labor to give him the full story on these operations. One young girl, only 14, was brought from P.R. to Florida to York as a "maid." It was first thought she was 18. Original reason she was broughto Florida: Immoral. F.B.I. now checking. If interested, advise.

Harry J. McLaughlin
HARRY J. MCLAUGHLIN
Secretary to Cong. Stauffer

Room 102, Post Office Bldg. York, Pa.

Mitchell, Jas. M.

SIN

November 11, 1954

Dear Jim:

Very many thanks for your nice letter of October 18 and your kind comments. I am delighted to hear that you have been enjoying SEE IT NOW and note with interest the subjects of which you particularly approve.

It pleases us very much to hear that people like yourself feel that we are perhaps managing to do a little good in certain areas.

Sincerely,

Secretary of Labor James Mitchell
U.S. Department of Labor
Washington, D.C.

fe

U. S. DEPARTMENT OF LABOR
OFFICE OF THE SECRETARY
WASHINGTON

October 18, 1954

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York 22, New York

Dear Ed:

I find that I have become a steady fan of your "See It Now" program. The recent programs concerning Milford, Delaware, Carl Sandburg, and Eldorado, Illinois were all well done. I congratulate you on the fine public service you are rendering through these programs.

All of us in the Department of Labor were especially pleased with your program on Eldorado. Too often people and communities with problems such as those faced by Eldorado tend to look to Washington to solve their problems, often in vain. Your program should inspire other communities to try to help themselves. This is, after all, how America grew strong.

Sincerely yours,

Jim

Secretary of Labor

Niefeld, S. J.
SIR

January 28, 1954

Dear Jack:

Very many thanks for your nice letter and kind comments about SEE IT NOW. The program about the Alexandria fire engine was much fun to do.

Sincerely yours,

Mr. S. J. Niefeld
Study Director
Bureau of Social Science Research
The American University
1710 Connecticut Avenue
Washington 9, D.C.

rh

January 19, 1954 - Program: Alexandria, Va. vs. Hudson, N.Y. on the antique fire engine.

BUREAU OF SOCIAL SCIENCE RESEARCH

THE AMERICAN UNIVERSITY

1710 Connecticut Avenue Washington 9, D. C. Telephone: DEcatur 2-7200

January 20, 1954

Mr. Edward R. Murrow
385 Madison Avenue
New York 22, New York

Dear Ed:

I thank God, suh, that "See It New" will never be "intimidated" nor will it "become complacent with compliments." Your intrepid stand vis-a-vis the Alexandria fire engine will long be remembered as a monument to fierce and fearless independence.

Seriously, Ed, l'affaire locomotive was a gem. Even some of my unrepentant neighbors "out Alexandry way" warmed up to the presentation -- which is quite an accomplishment.

Again, Ed, thanks for the light touch. I'm glad you didn't give way to mirth until the very end -- when laughter was perfectly in order; in fact, the only possible reaction. Managing to keep a straight face until the sign-off is a tribute to your self-control.

Yours for continuing to put things in their proper perspective.

Your humble, obedient Servant,

Jack

S. J. Niefeld
Study Director

JC

Platoff, Joan

NATIONAL BROADCASTING COMPANY, INC.

A SERVICE OF RADIO CORPORATION OF AMERICA

RCA Building, Radio City, New York 20, N.Y.

CIRCLE 7-8300

June 30, 1954

Dear Mr. Murrow —

After all these many months, "See It Now" is still the best — and sometimes I think, the only — show on television.

My continued applause to you and Fred —

Best regards,
Joan Platoff

(And this is one "fan" letter that requires no acknowledgement!)

Sala, John R.
S I

DEPARTMENT OF THE AIR FORCE
HEADQUARTERS UNITED STATES AIR FORCE
WASHINGTON 25, D. C.

June 17, 1954.

Mr. Ed. Murrow,
Columbia Broadcasting System,
Rockefeller Center,
New York City, New York.

Dear Mr. Murrow:

Your filmed and recorded television broadcast of your interview with Dr. Reuter, late and very great Lord Mayor of Berlin, brought back memories of the first steps in the founding of the Free University of Berlin.

At the time, I was Chief of Education and Cultural Affairs for the Office of Military Government, Berlin District. One drab winter day, early in 1948, two young men came to my office. They announced themselves as the co-editors of Colloquium, a literary magazine produced by students in the University of Berlin. These young men stated that they were under heavy pressure from the Soviet administration because of certain opinions expressed in their publication. After we had discussed this immediate problem, one of the young men literally exploded the suggestion, "Why don't you Americans start a university where the students can be free? We know thousands of students who would like to attend such a university". I told them that we would see what, if anything, could be done. The suggestion was then discussed with Colonel (later General) Frank Howley, who gave me the green light to explore the problem. The western-oriented German political and educational leaders, including Mayor Reuter and Education Commissioner May, were called together for two dinner sessions in the private dining room of the Military District Officers' Club. Colonel Howley pledged them American support for the project. From that point on, the Americans went to work to find the funds and facilities while the German leadership concentrated on faculty and curriculum. The rest of the story you know.

Let me use this opportunity to say how much I appreciate the maturity and excellence of your television programs. They are making a splendid contribution to America's understanding of herself and of the rest of the world.

Very sincerely,

John R. Sala

JOHN R. SALA
Lt. Colonel, USAF
Chief, Air Force ROTC
Training & Educational Relations,
Directorate of Personnel
Procurement & Training

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

W. P. MARSHALL, PRESIDENT

S2

FX-1201

SYMBOLS

DL = Day Letter

NL = Night Letter

LT = Int'l Letter Telegram

VLT = Int'l Victory Ltr.

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

Scully, Michael

1954 FEB 3 PM 8 49

LC277

LC.TSA588 NL PD=TUCSON ARIZ 3=

EDWARD R MURROW=

COLUMBIA BROADCASTING SYSTEM NYK=

KEY TO COFFEE STORY IS RETAIL PRICE IN BRAZIL WHY NOT INQUIRE=

MICHAEL SCULLY READERS DIGEST=..

Mary

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Shute, Ben
SIN

15 BROAD STREET

~~Thanks~~

November 27, 1954

Dear Ed:

Just a word to say what a fine job the "See It Now" program was last Tuesday night (November 23).

I thought you handled it perfectly, and it was certainly a real contribution to thought in these times to have hit that subject so quickly and so well.

Sincerely,

Ben Shute

Edward R. Murrow, Esq.,
Columbia Broadcasting System, Inc.,
485 Madison Avenue,
New York 22, N. Y.

QQ

Tankel, Samuel
5/10

July 6, 1954

Dear Mr. Tankel:

This is literally the first opportunity I have had in months to attend to correspondence, and I hasten to reply to your letter of April 22.

I hope you will not think me as unappreciative as I must appear for not having thanked you before this for returning my check. I was not aware, of course, that CBS intended to pay your bill of April 1, and I am most grateful indeed both for their generosity and your honesty.

Thank you, too, for writing as you did about my broadcasts.

Sincerely yours,

Mr. Samuel Tankel
Collier Photo Engraving Co., Inc.
240 West 40th Street
New York 18, New York

dm

COLLIER
PHOTO ENGRAVING CO., INC.
PRODUCERS OF FINE ENGRAVINGS THAT GIVE FIDELITY OF REPRODUCTION

240 WEST 40TH STREET
NEW YORK 18, N.Y.
TELEPHONE OXFORD 5-0400

April 22, 1954

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, N. Y.

Dear Mr. Murrow:

Check cancelled 4/23

We have received your check in the amount of $185.94 in payment of our April 1 statement. We are admirers of the stand you have taken to combat the influence of Senator McCarthy, and consequently feel that the very least we can do is not to accept duplicate payment for the engraving work we did for you.

What we are getting at is that CBS has already paid this charge. Your check is being returned herewith.

Our very best wishes for continued success in your good efforts on behalf of the American people.

Cordially,

Sam Tankel

ST:meb

Samuel Tankel

STATEMENT

Telephone
OXford 5-0400

COLLIER PHOTO ENGRAVING CO., INC.
240 WEST 40TH STREET NEW YORK 18, N. Y.

April 1, 1954

Mr. Fred W. Friendly &
Mr. Edward R. Murrow
485 Madison Avenue
New York City

March 11 185.94

Paid by E.R.M.
April 1, 1954
Check # 1786.
Business expense —
Newspaper ads for
SIN - McCarthy show.
D.E.D.

April 20, 1954

Collier Photo Engraving Co., Inc.
240 West 40th Street
New York 18, New York

Gentlemen:

Enclosed is Mr. Murrow's check for $185.94 in payment of your April 1 statement.

Sincerely yours,

Dorothy McDonough
Secretary to Mr. Murrow

Upchurch, John D

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

W. P. MARSHALL, PRESIDENT

FX-1201

1324 OCT 13 1954

SYMBOLS
DL=Day Letter
NL=Night Letter
LT=Int'l Letter Telegram
VLT=Int'l Victory Ltr.

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

IA023 PD=TDS BELLEVILLE ILL OCT 12 1030PMC=

EDWARD R MURROW, SEE IT NOW 1954

COLUMBIA BROADCASTING SYSTEM, DELIVER=485 MADISON AVE=

WE HAVE JUST SEEN YOUR STORY OF OUR COMMUNITY ON WTVI ST LOUIS. WE ARE DEEPLY GRATEFUL FOR YOUR EFFORTS IN OUR BEHALF. YOU HAVE NOT ONLY CAPTURED THE FACTS BUT THE SPIRIT OF OUR EFFORTS=

JOHN D UPCHURCH MAYOR OF ELDORADO=

10/12/54 Operation Bootstrap

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

59N
Williams, Spencer

January 13, 1954

Dear Spencer:

Thank you for your letter of January 6th and the kind comments about SEE IT NOW. This is just a note to tell you that the only address we have for Percy Chen is: Percy Chen, Barrister at Law, Hong Kong; but I am sure your mail would reach him at that address.

Sincerely yours,

Mr. Spencer Williams
American Committee for Liberation
From Bolshevism, Inc.
6 East 45 Street
New York 17, New York

rh

MURRAY HILL 2-6392

AMERICAN COMMITTEE FOR LIBERATION
FROM BOLSHEVISM, INC.
6 EAST 45TH STREET
NEW YORK 17, N. Y.

LESLIE C. STEVENS
Vice Admiral U. S. N. (Ret.)
PRESIDENT

THEODORE M. STEELE
ASSISTANT TO THE PRESIDENT

REGINALD T. TOWNSEND
EXECUTIVE DIRECTOR

B. ERIC KUNIHOLM
DIRECTOR OF EMIGRATION RELATIONS

SPENCER WILLIAMS
DIRECTOR OF EMIGRE PRESS RELATIONS

JOHN R. BURTON
WILLIAM HENRY CHAMBERLIN
HON. CHARLES EDISON
ALLEN GROVER
ISAAC DON LEVINE
EUGENE LYONS
G. F. M. MENTZ
Rear Admiral U. S. N. (Ret.)
WILLIAM L. WHITE
PHILIP H. WILLKIE

HENRY V. POOR
COUNSEL

EUROPEAN HEADQUARTERS
LILIENTHALSTRASSE 2
MUNICH 19, GERMANY

ROBERT F. KELLEY
EUROPEAN REPRESENTATIVE

January 6, 1954

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York, New York

Dear Ed:

On your interesting "See It Now" program last night, dealing with Hong Kong, there appeared one Percy Chen. I knew Percy Chen for many years in Moscow and have seen him a number of times in the United States subsequent to my leaving Moscow.

Both Eugene Lyons and I would like very much to have a mailing address for Percy Chen if you could supply it to us. Gene would like to send Chen a copy of his latest book, Our Secret Allies - The Peoples of Russia, and I have some materials put out by the American Committee on the anti-Bolshevik struggle which we think Chen ought to know about. We know him well enough to have an understanding of his mentality. Could you give us an address for Chen?

Incidentally, I have some copies in the office of Eugene Lyons' book and could send you one if I knew that you had not already received it. If you have not a copy and would like to have one, and would so indicate, I shall send it right on to you. Our Committee did not support or sponsor this book in any way, but we consider it an admirable statement of the reasons why there has to be a movement for the liberation of the peoples of the Soviet Union.

Kind personal regards.

Sincerely yours,

Spencer Williams

Spencer Williams
Director of Emigre Press Relations

SW:tw

"SEE IT NOW"

PROGRAM BUSINESS

1955

Columbia Broadcasting System, Inc. SIN Friendly, Fred F. 502

OFFICE COMMUNICATION

To Hubbell Robinson, Jr.

From Fred Friendly

Station SEE IT NOW

December 15, 1955

I have just arrived in my office after a 12-second journey during which I contemplated your counsel in the elevator re our Education program vs. last Tuesday night's program.

I would respectfully submit that it does not take a statistician to inform me or anyone that Grandma Moses and Louis Armstrong can outdraw a report on education. I take a second seat to no one in my admiration for Grandma's art and Satchmo's music, but when the day comes when "See It Now" is constructed and edited under such terms of reference as art vs. school-houses, you will be, in fact, entitled to fire me.

With respect and affection,

Fred Friendly

fjf

bcc: Mr. Murrow

Columbia Broadcasting System, Inc. SIN F. 502

OFFICE COMMUNICATION

To Arthur Morse

From Rebe Holder

Station

December 12, 1955

Mr. Murrow asked me to give you the following names, addresses and telephone numbers of people in Spokane:

Mr. Dewey Murrow (Mr. Murrow's brother)
F. R. Hewett Company
E. 5916 Baldwin Avenue
LAkeview 2126

Mr. W. M. Marshall
1017 W. Riverside
RIverside 8009

Mr. Patrick Henry Winston
Keith, Winston (Law office)
Spokane Eastern Bank Building
RIverside 8001

R.H.

S2N

CBS TELEVISION

Office Communication

to: Dr. Stanton

from: Mr. Murrow

cc: Mr. Friendly plus correspondence

December 9, 1955

Fred and I are working on a full-dress SEE IT NOW piece on medical education and medical service. Obviously, we couldn't undertake to do a special piece on the Blue Cross but it will probably be a part of the big show. At this stage of the development I don't think we are ready to talk with Mr. Block.

E.R.M.

rh

365

SIN

CBS TELEVISION

Office Communication

to: Messrs. Murrow & Friendly

from: Mr. Rosen November 25, 1955

I thought you would be interested in knowing that I've arranged for window displays on the SEE IT NOW book and on the Churchill record album in the Chaucer Head Book Store, which is next to our CBS building here on Madison Avenue, and in the Liberty Music Store, at the corner of 50th and Madison. Both will commence within the near future.

P. A. R.

PAR:gm

50

Stanton, Frank

COLUMBIA BROADCASTING SYSTEM

Office Communication

to: MR. VAN VOLKENBURG cc Messrs. Paley, Murrow

from: Dr. Stanton

October 19, 1955

On the strength of today's story in Variety about the Pontiac cancellation of SEE IT NOW, Saudek called to say that if the story had substance, OMNIBUS would like to present the story of the Vice Presidency. I explained to Saudek that the program was going ahead as scheduled.

While Saudek said that his call was partially selfish, the tone and content of his conversation was one of wanting to be helpful if CBS Television were on the spot. I am sending this memorandum to you merely for background on CTV-OMNIBUS relations.

FRANK STANTON

ww

Columbia Broadcasting System, Inc.

F. 559

OFFICE COMMUNICATION

To Dr. Frank Stanton cc: Messrs. Paley, Van Volkenburg, Robinson, Mickelson

From Mr. Murrow

Station

October 17, 1955

Confirming telephone conversation, we plan to show a rough cut version of the Vice Presidency at 4:00 pm, Thursday, October 20th.

For technical reasons we will have to show it at the cutting room. The address is 630 Ninth Avenue, Room 411.

E.R.M.

Columbia Broadcasting System, Inc. SIN F. 502

OFFICE COMMUNICATION

To Mr. Friendly

From Mr. Murrow

Station

October 17, 1955

For the "future file". An outline left for me from a character from Iran.

E.R.M.

rh

Columbia Broadcasting System, Inc.

SIN

F. 502

OFFICE COMMUNICATION

To Dr. Frank Stanton cc: Messrs. Paley and Van Volkenburg, Robinson, Mickelson

From Mr. Edward R. Murrow

Station

October 17, 1955

Confirming telephone conversation, we plan to show a rough cut version of the Vice-Presidency at 4:00 PM, Thursday, October 20th.

For technical reasons we will have to show it at the cutting room. The address is 630 Ninth Avenue, Room 411.

fs

E.R.M.

SIN

Office Communication **WCBS-TV**

to: Arthur Perles

from: Clarence Worden

4

October 5, 1955

Confirming our telephone conversation, will you please add 1,000 copies to your mimeograph order for the Teachers' Guide on the Vice Presidency Show on October 26. These are to be delivered to me at WCBS-TV, and, as you know, we will distribute them to the junior and senior high schools in our listening area. Please be sure of this station's fullest cooperation.

CW

CW:nsj

Copy to Mr. Murrow

Pro. Bus. SIN

COLUMBIA BROADCASTING SYSTEM

Office Communication

to: Mr. Murrow cc: Messrs. Friendly, Taylor

from: Mr. Mickelson

September 6, 1955

This confirms our conversation of last week regarding the OMNIBUS preemption on Sunday, November 27, to make way for your proposed ninety-minute documentary on education. Albert Taylor is formally asking the Ford Foundation to relinquish this period.

dm

Pro. Bro.

Scarsdale, N. Y., September 3rd, 1955

7

Dear Art:

One situation which I didn't mention during our telephone conversation last night is a rhubarb on the sale of See It Now to Pontiac. Ed's radio show was renewed (with an expanded station list) by Lincoln-Mercury in the eleven western states just about the time that the deal was being made with Pontiac. The Lincoln-Mercury sponsorship did not appear on our printed schedule and TV - putting special pressure on the See It Now sale on 20th floor instructions - did not realize that there might be a regional network sale and thus did not check.

Inasmuch as Ed does not endorse either product, does not appear in the commercials nor give lead-ins which imply endorsement, there is some chance that both sets of auto dealers will acquiesce, but Tom Dawson and the west coast CBS salesman believes the Lincoln-Mercury people will be very upset. In the light of this, I have written Jack Van and Tom Dawson to suggest that they try to persuade Pontiac to restrict its sponsorship to the 37 eastern states - this in the light of the improbability that Pontiac will buy the Tuesday and Thursday radio shows. See It Now could then be offered for sale to another advertiser in the eleven western states and the continued broadcasting of the radio show in the west would be assured and the Lincoln-Mercury sponsorship preserved.

Wendell Campbell and Kelly Smith are, of course, familiar with this.

Sincerely,

Jim

Copy to Mr. Murrow

Jim

SIN

CBS RADIO

Office Communication

to: Mr. Murrow

from: Mr. Seward

September 2, 1955

Paul Rosen writes me as follows:

> Confirming, we have received a solicitation in behalf of the owners of a group of theatres in the Caribbean area who would like to, among other things, theatrically exhibit the "African Conflict" and several other select SEE IT NOW films. With respect to "African Conflict", they will guarantee us a $1,000 return against 50 per cent of the box office receipts and will presumably make similar offers to us with respect to other programs from the SEE IT NOW series which they might select.
>
> Of course, we would retain complete editorial control of the films and we would undoubtedly provide them with a slightly altered version of the "African Conflict" film released in Great Britain.
>
> I will appreciate your discussing the foregoing with Mr. Murrow, so that his wishes may be considered prior to any further discussions.
>
> I should like to make clear the fact that no firm offer has been made and this entire subject is still in a very premature condition.

I think such an arrangement entirely in order with the understanding that the films would not be edited in any way without your prior approval. If you don't get to this until next week, would you mind telling Paul Rosen how you feel about it?

Jim

J. M. S.

jms/me

692

See It Now

CBS TELEVISION

Office Communication

to: Mr. Friendly

from: Mr. Murrow

September 1, 1955

Van Volkenburg, Ommerle, and Katz looked at the color samples and about four reels of Grandma Moses. They are enthused and want a Presentation including my introduction. Ed Jones has details on what they suggest. They think of it as a one-hour show.

E.R.M.

rh

565

SIN

CBS TELEVISION

Office Communication

to: Messrs. Van Volkenburg, Michaelson cc: Mr. Friendly

from: Mr. Murrow

August 16, 1953

SEE IT NOW will be ready with its effort on the Vice Presidency late October or early November. It would be helpful if we could know the scheduled date and hour as soon as convenient.

E.R.M.

rh

565

SIN

CBS TELEVISION

Office Communication

to: Mr. Murrow

from: Mr. Van Volkenburg

July 1, 1955

I would suggest in connection with the final SEE IT NOW show for the spring season on July 5 and with regard to the return of the show in the fall, that you merely say something to the effect that,

> "and now the team of Friendly and Murrow leave for their summer holiday. We will look forward to seeing you upon our return in the fall."

It seems to me that this is general enough to give us the latitude should the opportunity arise to talk in terms of occasional hour shows, to come back with the weekly half-hour format, or to do such other things as might occur to us meanwhile. I certainly think you should say something about returning in the fall.

While this part of it is certainly up to you, if it were me, I would not make the announcement about this being the final show for ALCOA too completely final because, as I am sure you know, the company still has deep interest in you and the program. There is always the possibility that this fall or at some other time, the relationship between SEE IT NOW and ALCOA might be resumed, if another advertiser hasn't stepped in in the meantime.

J. L. VAN VOLKENBURG

JLV:ejp

Ste
LOgan-5-8854
Lyman 6-7484

SIN

CBS TELEVISION

Office Communication

to: Mr. Van Volkenburg

from: Mr. Murrow

June 29, 1955

Will you please instruct me what, if anything, you wish to have said on the final SEE IT NOW show, July 5, regarding the return of the show in the autumn.

Informatively, I do not plan to make a big "to-do" about this being the final show for ALCOA; will probably merely announce it at the end and say that it was a most pleasant and agreeable relationship.

E.R.M.

rh

565

Columbia Broadcasting System, Inc. SIN F. 502

OFFICE COMMUNICATION

To Mr. Paley

cc: Dr. Stanton

From Mr. Murrow

Station

May 20, 1955

As I mentioned to you about ten days ago we are doing the cigarette and cancer pieces in two parts, the first one to move on May 31. The piece has been updated and we chose this date because of the meeting and report of the American Cancer Society scheduled for June 6.

E.R.M.

rh

SIN

Columbia Broadcasting System, Inc.

office communication

to: Mr. Murrow, Mr. Friendly

from: Mr. Mickelson

April 28, 1955

I was somewhat disturbed to learn that Paul Niven has apparently been assigned to cover the British elections for SEE IT NOW without prior consultation with the Assignment Desk or with the Director of News.

It has been my understanding that assignments have been operating smoothly and with a minimum of confusion since the assignment machinery actually got into motion. If the facts as I have them are true, however, this is a rather serious violation of the policy as it has been established and agreed to by the various elements involved in drawing on the services of our news correspondents.

The problem now is complicated by the fact that our Washington staff will be very short-handed during the first couple of weeks in May. Since John Day is at Las Vegas for the atom bomb test he has not had an opportunity to consider a detailed plan of operations for the British elections, but I am hopeful he will have an opportunity to do so early next week. I am hoping that the Niven matter can then be dropped into the hopper with the other British election problems.

hm

Columbia Broadcasting System, Inc.

SIN

F. 502

OFFICE COMMUNICATION

To Mr. Day

From Mr. Murrow

Station

February 25, 1955

A record of SEE IT NOW's shooting in Paris indicates that we have worked almost exclusively in offices or homes, and I don't think our future needs would justify sharing in cost of a Paris studio.

E.R.M.

rh

Columbia Broadcasting System, Inc. F. 559

OFFICE COMMUNICATION

To Mr. Murrow

From John Day

Station

Feb. 3

Dave Schoenbrun has a "studio space" problem in Paris. And I'm afraid he won't get additional space unless a studio would be so valuable to SIN you would be willing to share in the cost.

As you can see from Jim Connors' memo, we have been unable to obtain budget approval for additional space. And there is at least good argument that interviews for news programs could be set up just as well in a hotel room as in a studio.

What is your feeling on the subject?

SIN

Columbia Broadcasting System, Inc.

F. 559

OFFICE COMMUNICATION

To Mr. Murrow

February 10, 1955

From Mrs. Dobbins

Station Program Information

c. c. Mr. Carlborg

The following is a report of calls received by TV Network Operations during "See It Now" 2/8 program:

"Received a phone call from a Mr. Tom Macdonald of Foote, Cone, & Belding who claims he handles the "Aunt Jenny" program on CBS Radio and others. He objected vehemently to CBS Television allowing the film portion containing Durante's remark, "They can go to hell". He wanted to know whether or not a disclaimer would air at the close, and if not, he would then permit such language on "his Aunt Jenny" program. Informed him program would stand as is on the merits of Mr. Murrow's and Mr. Friendly's editing. He then asked to talk to Mr. Paley where we left him.

Received 5 callers objecting to the Catholic priest being on the program. The Operators directed these calls to the Information Desk."

EHD -

EHD/iee

SIN

FEBRUARY 2, 1955

PRESS
ROBERT PIERPOINT
FRIENDS CHINA CLUB
TAIPEI

EXMURROW SORRY WE LOST YOU LAST NIGHT BUT MADE MOST EFFECTIVE

USE PRERECORDED TAPE STOP THERE WAS NO PERMANENT DAMAGE EITHER

RADIO OR TELEVISION ~~XXXX~~ AGAIN MANY THANKS AND REGARDS

BURKE

SEE IT NOW
202-550-43

Columbia Broadcasting System, Inc. S2N F. 502

OFFICE COMMUNICATION

To Dr. Stanton cc: Mr. Friendly

From Mr. Murrow

Station

February 1, 1955

I will follow through on the Oppenheimer kinescopes for Wallace Sterling and for the Behavioral Science Center. We ought to be able to ship it in the next ten days.

E.R.M.

rh

COLUMBIA BROADCASTING SYSTEM

Office Communication

to: MR. MURROW

from: Dr. Stanton

January 15, 1955

Last week at a dinner in connection with the formal opening of the Behavioral Science Center, I sat next to Wallace Sterling, who not only sends you his best wishes but expressed an interest in getting a print of your 1-hour interview with Oppenheimer.

At the same time, a number of the Fellows at the Center for Advanced Study in the Behavioral Sciences asked if one of the prints might be made available for showing at the Center.

How do you want to handle these two requests? Should they be sent to the Hutchins-Ferry office or will your office pick it up from here?

The Behavioral Science shipment should go to Dr. Ralph W. Tyler, Director, Center for Advanced Study in the Behavioral Sciences, Inc., 202 Junipero Serra Boulevard, Stanford, California.

FRANK STANTON

ww

"SEE IT NOW" WITH EDWARD R. MURROW

... the most widely-respected public relations

platform available to American business today

CBS TELEVISION NETWORK

June 1955

SEE IT NOW -- edited and produced by Edward R. Murrow and Fred W. Friendly -- is the most distinguished public affairs program on the air.

In four years, SEE IT NOW has built a weekly audience of over 7 million people ... it has won every significant award in the television industry ... and it has won the recognition and attention of thought-leaders in industry, education, and government.

The company that speaks from this platform, as the sponsor of SEE IT NOW, gains a unique opportunity to broaden public understanding of its role in American industry.

Both SEE IT NOW and television are firmly established as sound, effective carriers of a public relations message.

Since December 1951, SEE IT NOW has been sponsored by Aluminum Co. of America. In this time it has so effectively accomplished the company's public relations objectives that Alcoa can now direct its attention exclusively to the ultimate consumers of specific aluminum products.

As for television ...

Better than three out of four American homes will be television homes in the fall of 1955. And certainly television reaches virtually every important public relations target -- the more articulate, responsible, and important individuals in every part of the country.

Here, in addition to Alcoa, are some of the other leading companies who currently use the power of television to heighten the impact of their institutional advertising:

Aluminium Limited, Inc.*
Dow Chemical Co.
E.I. Du Pont de Nemours & Co., Inc.
Electric Companies Advertising Program*
Firestone Tire & Rubber Co.
General Electric Co.*
The B.F. Goodrich Co.
International Harvester Co.*
Johns-Manville Corp.
Monsanto Chemical Co.*
United States Steel Corp.**
Westinghouse Electric Corp.*

* on CBS Television
** on CBS Television starting July 6th

SEE IT NOW best describes itself on Tuesdays from 10:30 to 11 pm. And it is almost a certainty that anyone reading this report has himself seen SEE IT NOW.

As you have probably observed, SEE IT NOW is consistently the most dynamic, searching documentary program on the air. It lights up, in foreground and background, subjects of great current importance and public interest ... and presents the people who figure in these national and world affairs.

Thus, SEE IT NOW has an unusually magnetic appeal for individuals who are themselves actively engaged or personally interested in the topics covered each week.

As a natural consequence, the program's audience is not only substantial in size, but also particularly impressive in its quality ...

This season SEE IT NOW reached 3,268,000 homes per week -- more homes per average telecast than ever before:

Season (Oct-Apr)	Homes Reached
1954-55	3,268,000
1953-54	3,009,000
1952-53	2,459,000
1951-52*	1,387,000

Nielsen Television Index

* Dec 1951-Apr 1952

And the audience for SEE IT NOW is 90% adult:

	Viewers	Percent
Men	3,020,000	42%
Women	3,451,000	48%
Children (under 16 years)	719,000	10%
Total	7,190,000	100%

Nielsen Television Index
and American Research Bureau
October 1954-April 1955

SEE IT NOW appeals to an audience unique in its characteristics. Homes reached by the program have a great percentage of men with

... executive, professional or white-collar jobs

... college educations

... above average maturity

CHARACTERISTICS OF HEADS OF HOUSEHOLDS:

"SEE IT NOW" FAMILIES VS. ALL TELEVISION HOMES

	SEE IT NOW	All TV Homes
Executive, professional or white collar	57%	31%
College education	53%	28%
Age of family head		
Less than 35	26%	32%
Over 35	74%	68%

Special ARB Study,
July 1953

Edward R. Murrow is broadcasting's most honored reporter. In his sixteen years on the air he has won over 90 awards. Among them are:

Academy of Television Arts & Sciences' Award (EMMY) 1954

Alfred I. duPont Award 1947, 1951

National Association for Better Radio and Television Award 1953, 1954

National Headliners Club Award 1938, 1944, 1947, 1949

Newspaper Guild Page One Award 1949, 1954

Overseas Press Club Award 1940, 1947, 1949, 1950, 1952, 1953

George Foster Peabody Award 1943, 1948, 1951, 1953

Radio-TV Daily Poll 1953, 1954, 1955

Sylvania Television Award 1953

Abroad, the late King George VI appointed Mr. Murrow Honorary Officer of the Most Excellent Order of the British Empire, and the President of the French Republic has named him a Chevalier in The French National Order of The Legion of Honor.

In the academic world, Mr. Murrow has been awarded honorary degrees by:

Hamilton College	Doctor of Humane Letters
Muhlenberg College	Doctor of Laws
Oberlin College	Doctor of Laws
Rollins College	Doctor of Humanities
Temple University	Doctor of Journalism
University of North Carolina	Doctor of Laws
Washington State College	Doctor of Laws

For SEE IT NOW, he has received more than 25 awards, including:

Academy of Television Arts & Sciences' Award 1952, 1953, 1954

Freedom Award 1954

Look Award 1952, 1953, 1954

National Association for Better Radio and Television Award 1951, 1953, 1954

National Headliners Club Award 1953

Overseas Press Club Award 1954

George Foster Peabody Award 1951

George Polk Memorial Award 1952, 1953

Sylvania Television Award 1952

TV Guide Gold Medal 1951, 1953

Variety Showmanship Awards 1952, 1953

This year SEE IT NOW has presented the following documentary reports:

Jan 4	A visit with Dr. J. Robert Oppenheimer
Jan 11	A report on the New York Stock Exchange
Jan 18, 25	Interviews with the Senate Foreign Relations Committee
Feb 1	A report on the Formosa Straits
Feb 8	A report on Las Vegas
Feb 15	An interview with Prime Minister Nehru of India
Feb 22	An interview with Dr. Jonas E. Salk
Mar 1	Senator Smith visits Chiang Kai-shek A report on Radio Free Europe
Mar 8	A report on the McCarran-Walter Act
Mar 15	Senator Smith visits Franco, U Nu, and Nehru
Mar 22	A report on Anglo-American relations
Mar 29	A report on the Swiss Watch Tariff
Apr 5	Senator Smith visits Anthony Eden A report on foreign students studying atomic science in the U.S. (Atoms for Peace)

Apr 12	The Salk Vaccine Finding
Apr 19	An interview with Dr. Jonas E. Salk A report on "book burning" in Los Angeles
Apr 26	American pilots at a Strategic Air Command base in England
May 3	A report on the Texas Land Scandal, and Editor Towery receiving the Pulitzer Prize for his exposure of the scandal
May 10	An interview with Dr. Leonard A. Scheele, U.S. Surgeon General A report on Salk Vaccine manufacture
May 17	The Refugee Relief Program An interview with Scott McLeod, Administrator, Bureau of Security and Consular Affairs
May 24	A report on the British Elections
May 31	First of a two-part report on cigarettes and lung cancer

The gross program cost* for SEE IT NOW is $24,000 per half-hour telecast.

(SEE IT NOW is telecast 44 weeks of the year. Mr. Murrow takes an eight-week summer vacation. SEE IT NOW will return to the air in the fall on Tuesday, September 6, 1955.)

* includes 15% agency commission

Based on current clearances, here's the fall lineup of 57 stations for SEE IT NOW at 10:30 to 11 pm, Tuesday. It represents over 30,500,000 television homes, which is 85% of total U.S. television homes. (Additional stations can be ordered.)

New York
Ames-Des Moines
Austin, Tex.
Belleville
Buffalo

Carthage-Watertown
Cedar Rapids
Charleston, W.Va.
Charlotte
Cheyenne

Chicago
Cincinnati
Cleveland
Columbus
Dayton

Denver
Detroit
Galv'n-Houston
Green Bay

Greensboro
Hutch'son-Wichita
Indianapolis
Jacksonville
Kalamazoo

Kansas City
Knoxville
Lafayette, Ind.
Lancaster
Los Angeles

Louisville
Miami
Milwaukee
Minneapolis
*Mobile

Nashville
Norfolk
Oklahoma City
Omaha

Philadelphia
Phoenix
Pittsburgh
Portland, Ore.
Providence

Reading
Rochester
Rock Island
Sacramento
Salt Lake City

San Francisco
**Spokane
Syracuse
Tacoma-Seattle
Tampa

Texarkana
Tulsa
Washington
Youngstown

* Delayed telecast, 10 pm, Tuesday
** Delayed telecast, 7:30 pm, Tuesday

Television home estimate for Sept. 1, 1955

Gross time cost for the 57 stations per half-hour telecast is $34,647.

Time costs to a new advertiser after applicable discounts are:

	26-week Cost	52-week Cost
Gross	$900,822.00	$1,801,644.00
Less 7½% station-hour discount	67,561.65	135,123.30
Less 10% annual discount	--	180,164.40
Net	$833,260.35	$1,486,356.30

Rates as of June 1, 1955

Total program and time costs to a new advertiser for SEE IT NOW at 10:30 to 11 pm, Tuesday, on 57 stations (covering 85% of total U.S. television homes) are:

	Weekly	26-week Cost	52-week Cost
Gross program	$22,615.38*	$624,000,00	$1,176,000.00*
Net time	28,583.78**	833,260.35	1,486,356.30
	$51,199.16	$1,457,260.35	$2,662,356.30

* 44 weeks of SEE IT NOW at $24,000 gross per week
8 weeks of a high-calibre summer replacement program estimated at $15,000 gross per week

** Based on 52-week sponsorship

For an advertiser with public relations requirements, SEE IT NOW presents a most effective combination of institutional values:

1. The program is widely respected for its role in enlarging public understanding of national and world affairs.

2. It also succeeds in generating a broad general interest in current issues and the people behind them.

3. SEE IT NOW thus earns the attention of both the leaders of public opinion and the public at large.

4. The program next year will reach an estimated weekly audience of over nine million people.

Altogether, the persuasive force of television and the prestige of SEE IT NOW combine to create in this program an ideal platform for an important public relations message.

Baker, Edgar R.

February 24, 1955

Dear Ed:

Many thanks for your letter of February 18th. I am now inclined to doubt that we can do anything about the Atomic Panel, but we are checking with camera crews and will let you know.

Sincerely yours,

Mr. Edgar R. Baker
Managing Director
TIME-LIFE International
International House
New Orleans, Louisiana

rh
cc: Mr. Friendly
plus correspondence

Behnke John

February 4, 1955

Dear Mr. Behnke:

Many thanks for your letter of February 1.

I read your letter with a great deal of interest and appreciate your suggestion that we do a story on the meeting of the American Association for the Advancement of Science.

I shall be glad to discuss it with my co-producer of SEE IT NOW, Mr. Fred Friendly, and should there be a possibility of future use, we will be glad to contact you.

Sincerely yours,

Mr. John A. Behnke
Associate Administrative Secretary
American Association for the
Advancement of Science
1515 Massachusetts Avenue, N.W.
Washington 5, D.C.

fs

American Association
for the Advancement of Science

1515 MASSACHUSETTS AVENUE, N. W., WASHINGTON 5, D. C.

ADMINISTRATIVE OFFICES

Telephone: ADams 4-7111

Cable Address:
Advancesci, Washington, D. C.

February 1, 1955

Mr. Edward R. Murrow
c/o CBS
485 Madison Avenue
New York 22, N.Y.

Dear Mr. Murrow:

The enclosed program will give the general outline of a very unusual scientific meeting to be sponsored by the American Association for the Advancement of Science this spring.

It occurred to me that you might like to take advantage of the opportunity the attendance of these distinguished foreign scientists will present by arranging a panel-type interview session with some of them, either as they come through New York or preferably "on the ground" in New Mexico. These men are very interesting people as well as distinguished scientists.

If we can assist you in any way, do feel free to call on us. I might add that I seldom watch television except when an Edward R. Murrow program is on.

Sincerely yours,

John A. Behnke

John A. Behnke
Associate Administrative Secretary

JAB:ehr
CC Drs. Sidney S. Negus and E. G. Ward Fenley

SIN
Bernhart, R. V.

January 7, 1955

Dear Mr. Bernhart:

This is merely a note to thank you for your letter about SEE IT NOW and your suggestion.

Sincerely yours,

Mr. Richard V. Bernhart
1½ West Charles Street
Oelwein, Iowa

rh

Clearcopy Onion Skin
MADE IN U.S.A.

RICHARD V. BERNHART
Oelwein, Iowa

Phone 314 4½ W. Charles St.

8

December 20, 1954

Dear Mr. Murrow;

Since returning to the country we have mightily enjoyed your Tuesday night shows and wish to add our small thanks. The present show on South Africa is especially timely as many of us have been interested in what if any change might be expected with the shift from Dr. Malan.

We have just recently returned from a two year Point Four assignment in Iran. I would like to commend for your possible attention a program on Point Four in that country. Under the very able and stimulating leadership of Bill Warne a magnificent revolution, peaceful, is underway. Persia is leaping its way through the Industrial Revolution with the help of American dollars and American technicians.

I've had ample opportunities in the months I've been home to learn that my middle western neighbors are hungry and eager for enlightenment on the far-flung parts of the world. Our news media are doing a fair job to satisfy this curiosity but we are, to my notion, in a desparate disadvantage with the rest of the world -- they know so much about us and we so little about them.

I'm sure you would find the Point Four agency in Iran extremely cooperative in helping you get out a dramatic and factual story on the work in that area. I hope that you may be able to include this in your schedule.

Respectfully,

Richard Bernhart

Mr. Ed Murrow
Pauling, New York

Merry Christmas — & how about a visit to your Home some evening? TV-wise that is

Brown Courtney C.

Brown SIN

March 7, 1955

Dear Dean Brown:

My belated thanks to you for your participation on SEE IT NOW. I know it must have been inconvenient to do on a Sunday, and I am grateful for your taking the time to appear before the cameras.

Sincerely yours,

Dean Courtney C. Brown
Graduate School of Business
Columbia University
New York, New York

rh

Columbia University
in the City of New York
(NEW YORK 27, N. Y.)
GRADUATE SCHOOL OF BUSINESS

OFFICE OF THE DEAN

January 18, 1955

Mr. Edward R. Murrow
"See It Now"
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

Several days of confinement accompanying a typical winter cold have denied me an earlier opportunity to write and express the appreciation of the Graduate School of Business, and my personal gratitude, for the opportunity to appear on your television broadcast last week, "See It Now."

We found your associates genuinely helpful, and as would be expected, highly competent. We particularly enjoyed the opportunity to get to know Fred Friendly and Ed Scott. They helped to make the experience, which was a new departure for us, an entirely pleasant one.

Sincerely yours,

Courtney C. Brown

Courtney C. Brown
Dean

Cadel, Robert
S I N

Television Digest
with ELECTRONICS REPORTS
RADIO NEWS BUREAU • WYATT BUILDING • WASHINGTON 5, D. C. • TELEPHONE STERLING 3-1755

June 11, 1955

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York 22, N. Y.

Dear Mr. Murrow:

The enclosed Newsletter contains a considerable amount of timely information on subscription TV. I thought it might prove helpful for your June 14 "See It Now". ["Subscription Television"]

Sincerely,

Robert Cadel
Business Manager

RC:rv

Enc.

MARTIN CODEL's
AUTHORITATIVE NEWS SERVICE FOR MANAGEMENT OF THE VISUAL BROADCASTING AND ALLIED ELECTRONICS ARTS AND INDUSTRY

Television Digest
with ELECTRONICS REPORTS

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 3-1755 • VOL. 11: No. 24

SUMMARY-INDEX OF THE WEEK'S NEWS—June 11, 1955

SUBSCRIPTION TV COMMENTS contain brilliant analyses, and put focus on Congress, "tests", demand for oral hearing, danger to free TV (p. 1 & Special Digest).

SENATE INVESTIGATORS' top-priority projects: excise tax relief and engineering study of allocation plan. Uhf group asks freeze, selective deintermixture (p. 3).

COMMUNITY ANTENNA operators' convention encouraged by Comr. Doerfer; business good but satellites, boosters & low-power stations cause concern (p. 5).

ELECTRONICAM CLICKS, says DuMont, pointing to 50% cost reduction in film production & naming Caddigan mgr. of marketing setup for new filming system (p. 7).

TINKERTOY TV SET due from Emerson early next year; CBS-Columbia & Capehart also work on modular designs; RCA, Zenith show lines (p. 10).

APPLIANCE TRANS-SHIPPING is sanctioned by Justice Dept. anti-trust chief, though trade generally regards it as competitive evil (p. 13).

DIVERSIFICATION again featured in decisions, Wichita TV getting final award of Ch. 3, Mid-West TV favored by examiner for Indianapolis' Ch. 13 (p. 4).

COURT SLAPS FCC in old Clarksburg case; Flint's WJRT delayed again; CBS abandons plan to buy Steubenville outlet (p. 4). Notes on upcoming stations (p. 9).

With This Issue: Summaries of Comments on Subscription TV Filed This Week With the FCC (4-p. "Special Digest")

'THE TOLLVISION WAR'—AT DEADLINE: Verbal warfare over subscription TV entered an important phase this week as major and minor combatants filed formal comments with FCC -- but it's by no means the final or most important phase. Chances are future battles will make this week's legalistic give-&-take look like a mere skirmish.

All the 30-odd filings, some extremely voluminous, some revealing penetrating research effort, are digested in a Special Supplement herewith. We've studied them all, to the extent that time permitted, and the conflict -- stripped of all hokum and publicity motives -- appears to resolve itself into several major issues:

(1) Should Congress, not FCC, make the decision?

(2) Should "tests" be authorized?

(3) Should a hearing -- full, oral evidentiary -- be conducted?

These questions are in addition, of course, to the overriding question: "Will subscription TV add to or subtract from today's free system?"

* * * *

Proponents and opponents are lined up officially now, and they're a motley group -- "bigs" and "littles" on both sides, motives obvious. If Congress grabs the ball from FCC's hands, or gets it on a forward pass from FCC, it means long delays and probably the ultimate rejection of subscription TV.

For with all the buildup and fanfare, any Congressional candidate worth his political salt can get a lot of campaign mileage out of vowing to the public that he will keep TV free. There are very few votes in any promise to charge the public for its TV programs -- and the simple fact is that there isn't the popular clamor for "reform" of TV that arose during the early days of commercial radio.

The idea of a commercial "test" could prove to be the most crucial issue of all -- and opponents devoted some of their most strenuous arguments to point out the "fallacies" and "dangers" of any such experiments.

Demand by the opponents for an oral hearing is bound to precipitate a nasty fight, for the proponents know full well how that sort of thing can drag into years -- having fresh in mind the protracted allocation and color hearings.

We've appended street addresses of principals and counsel to the digests of their comments in the Special Supplement herewith, and we urge you to ask them for

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copies which most of them told us they're prepared to supply -- for we've never before seen such truly brilliant analyses of what TV is under a free system and what it might be under fee TV. In the scant 10 years of TV's life, no one has ever devoted such skill & knowledge to evaluation of its economic, artistic & social aspects.

A study of the comments shows that much of the argument to date had been superficial indeed -- proponents promising pie-in-the-sky, opponents relying on flat assertion that toll TV will kill free TV.

The care and intensity manifested in the briefs make certain that FCC consideration of the issue can scarcely be less exhaustive -- reemphasizing our repeated predictions that final disposition is a very long way off. Moreover, the extensive attention to legal aspects points plainly to ultimate court appeals by whoever loses.

* * * *

The anti-fee forces have been striking telling blows, it's apparent, in their cry that the prime result of fee TV would be to make the public pay for what it now gets free -- for Zenith's comments ask Commission to prohibit networks from charging for programs now paid for by advertisers and to prohibit stations from carrying fee TV programs more than 15% of the time.

Concept of a "free enterprise" experiment, on the other hand, has opponents issuing dire warnings that a test dare not be tried while at the same time urging that other tryout techniques are available which won't jeopardize free TV. Wired system is most frequently suggested as the proper arena for tests. Opponents like NARTB, CBS and theatre-sparked Joint Committee on Toll TV say they have no objections to subscription TV via cable.

Accepting this premise, the largest manufacturer of wired systems for community antenna services, Jerrold, told Commission it's ready, willing and able to supply already-operating systems with "home hookups" for the tests.

Jerrold also stated, however, that the whole foundation of subscription TV -- the scrambling and unscrambling technique -- is fallacious because any broadcast code can readily be broken and the shows "bootlegged", whereas a wired system is secure. Jerrold's claim is that major cities can be wired up for same cost that decoders can be installed for a broadcast system; its pres. Milton Shapp challenged Zenith to supply him with 2 decoders and he would break any scrambled telecast Zenith devises.

The wire-system appeared to appeal even to one of pay-TV's proponents, Paramount Pictures' International Telemeter, whose pres. Barney Balaban and v.p. Paul Raibourn told us they've been urged to try the cable by several interested groups and will do so if satisfied that the economics are right.

* * * *

Movie tycoon Balaban tangled with RCA-NBC Chairman Sarnoff this week, blasting latter's assertions that pay-TV would turn TV into a Hollywood "cash box" (Vol. 11:23). Insisting toll TV is "inevitable", Balaban said:

"One gets a little weary of these pious declarations about the motion picture companies in their relation to TV. No one has a patent on how to make motion pictures. Anyone can make a motion picture who has the talent and money to do so. There is nothing to prevent NBC, or any of the other networks, from investing in quality production motion pictures as we do in our business."

Telemeter came up with novel idea of multiplexing what it calls "marquee" -- technique of displaying to viewers a description of what they're missing at same time scrambled picture is being telecast, all on one channel. At first blush, it was thought Telemeter had devised multiplexing system which could be used to present subscription TV as a true supplement to the existing free system. However, Telemeter engineers stated that multiplexed picture would be "degraded", though it was thought that 2 acceptable pictures might some day be transmitted on the same channel. Raibourn, himself an engineer, suggested this might take 5 years to achieve.

* * * *

Zenith pres. E.F. McDonald also took crack at Sarnoff this week, alleging RCA had sought to buy Phonevision patents 3 times in recent years. Gen. Sarnoff termed charge "utterly false", whereupon McDonald offered to testify about it "under oath".

"The battle of press releases" having gone to higher levels, the chips down, it can be expected that the TV medium will itself be used more freely henceforth to argue the fee-TV subject -- that is, if popular interest doesn't flag.

Another TV debate on the subject is scheduled by CBS-TV -- on Ed Murrow's "See It Now" Tue., June 14, 10:30-11 p.m. EDT. Participants pro will be Skiatron counsel James M. Landis, Brooklyn Dodgers pres. Walter O'Malley, playwright Robert Sherwood. Arguing anti will be CBS pres. Frank Stanton, theatre committee co-chairman Alfred Starr, station mgr. P.A. Sugg, WKY-TV, Oklahoma City.

If the previous TV debates are criterion, public's reaction to pay TV will be generally adverse -- evidenced by fact that tide of letters to FCC turned from pro to con immediately after one such recent debate on NBC-TV. Antagonists were Zenith's H.C. Bonfig (now with CBS) with Cornelia Otis Skinner and Mr. Starr with actress Faye Emerson.

Heavy numerical lead of pro-fee TV letters in FCC files, initiated by Zenith publicity campaign, has probably been overcome by now (Vol. 11:23). Total is now somewhere around 20,000 letters, including results of poll conducted by Newsday, Long Island daily, which reported 5036 anti-pay-as-you-see, only 192 pro.

Next official deadline is July 11, when parties are to reply to one another's comments as filed this week. It's certain some participants will ask for extension because of the great volume of material for study -- and, it being summertime, the chances of extension are considered strong.

SOUND & FURY ON THE ALLOCATION FRONT: The first anniversary of the Potter hearings on uhf finds the air full of "proposals", "plans" and talk of "investigations" aimed at helping uhf in one way or another -- and they all have a familiar ring. Potter subcommittee never made a final report, and none of the "strong measures" suggested have been adopted. One year and millions of words later, outlook is the same.

The continuing TV investigation by Sen. Magnuson's Commerce Committee, under the guidance of chief counsel Sidney Davis, has assigned top priority to 2 projects, both outgrowths of measures once proposed by Potter subcommittee:

(1) All-out drive to eliminate price differential on all-channel sets by exempting them from 10% Federal excise tax. Magnuson already has written letter to economy-minded Chairman Byrd (D-Va.) of Finance Committee, and there's talk of joint meeting of Commerce & Finance committees to discuss plan. Davis feels the measure still has "fighting chance" -- despite Administration's opposition to all tax bills this session. In the House, Ikard tax-exemption bill (HR-4070) is stalled, but proponents will make effort in next 2 weeks to get Ways & Means Committee commitment.

(2) Ad hoc committee of leading engineers, to take another look at allocation plan (Vol. 11:23). RETMA, NARTB, FCC, UHF Industry Coordinating Committee, networks have been asked to suggest members. They're due to be announced in about 2 weeks. Reports that committee's principal function will be to squeeze in as many more vhf channels as possible were strongly denied this week by Davis. He said the committee will be told to approach entire question with open mind.

Davis believes in go-slow policy, and says he won't be pushed into "premature hearings." Best guess still is that the all-encompassing TV hearings won't begin until next fall at earliest, perhaps even next winter.

* * * *

Another ad hoc committee -- plus a freeze and selective deintermixture -- was proposed to FCC this week by group of uhf telecasters. UHF Industry Coordinating Committee, headed by Harold Thoms and Fred Weber, forwarded to the FCC the proposal adopted by representatives of some 45 stations 2 weeks ago (Vol. 11:22). Group has an appointment June 21 to discuss plan with FCC. The 3-part proposal:

(1) Freeze for at least 90 days all TV authorizations and modifications "which will result in aggravation of intermixture of uhf & vhf stations." (2) Establish an ad hoc committee, which will act during freeze to set up new standards "for determining objectionable interference," to serve as basis for new rules permitting drop-ins of new vhf assignments, on case-to-case basis, presumably through use of direc-

tional antennas, low power, etc. (3) Commission would resolve all pending proposals for area deintermixture during same freeze.

FCC's "test cases" on selective deintermixture (Vol. 11:14) have been slated for hearing June 27-28. They involve substitution of uhf for single commercial vhf channels in Peoria, Ill.; Madison, Wis.; Evansville, Ind.; Hartford, Conn.

FCC this week served notice it will discontinue its policy of extending CPs of uhf grantees on purely economic grounds. It gave 12 uhf CP-holders until Jan 16 to get started, and announced that no CPs would be extended beyond that date unless grantees give evidence of definite plans for actual construction and operation.

* * * *

Senate this week passed FCC budget appropriation, which includes $80,000 for study of networks (Vol. 11:22-23). Already approved by House, measure now goes to conference committee to iron out minor differences between Senate & House versions.

Sen. Magnuson explained the study in response to question in Senate by Sen. Langer (R-N.D.) of Judiciary Committee: "The [$80,000] is for the purpose of permitting the FCC to make a factual study and investigation of the networks and their contractual relations with their affiliates...A year will be required to obtain the factual data. The Commission does not intend to duplicate any work which the [Senate Commerce Committee] inquiry may have done, or to overlap the inquiry as to monopolies which the Committee on the Judiciary is making."

Nobody expects strong medicine to come out of FCC's investigation. As Chairman McConnaughey put it, in recent address to CBS-TV affiliate conference: "I think that the Commission should know more about the networks from the standpoint of what makes them tick. I think that possibly the networks would welcome such a study. But to me, there is a vast difference between making a study and coming out and starting to criticize everything... A study, yes; an intelligent appraisal, yes; but to come out and make wild suggestions and wild accusations [is] a very dangerous thing when you are dealing with possibly the most sensitive industry in the American economy."

FINAL DECISION in old Wichita Ch. 3 case—which started Oct. 20, 1952—gives CP to non-radio Wichita TV Corp. (George M. Brown, pres.). Satellite CP for Ch. 4 in Roseburg, Ore. (to owners of KVAL-TV, Eugene) was only other grant issued by FCC in week that also produced initial decision proposing Ch. 13 grant in Indianapolis to Mid-West TV Corp.

Wichita case was close—a 3-2 decision, with Comrs. Lee & McConnaughey dissenting, Hyde & Doerfer not participating. Commission picked Wichita TV for its program proposals, plans of owners to participate in operations, local residence and diversification. It owns no communications media, whereas competitor KFH is part owned by *Wichita Eagle* and KANS principal O. L. Taylor also controls KRGV-TV & KRGV, Weslaco, Tex. Lee wrote dissent, in which McConnaughey concurred, stating he'd pick KFH because of its long and satisfactory radio record and because he felt newspaper ownership should give station a plus rather than a minus.

Examiner Basil P. Cooper chose Mid-West in Indianapolis (banker George Sadlier, pres.)—over WIBC, WIRE & Crosley—because of local ownership, program proposals and fact it owns no TV-radio stations, newspapers or theatres. Cooper was unimpressed with programming record of WIBC, WIRE & Crosley and was particularly critical of fact that WIRE was interlocked with *Indianapolis Star* and *News* (E. F. Pulliam), saying city needs another "voice."

* * * *

Commission got spanked by Court of Appeals this week, in the Clarksburg, W. Va. protest case. FCC had granted Ch. 12 CP for WBLK-TV to Stubblefield publishing family, whereupon *Clarksburg Exponent & Telegram* protested (Vol. 10:13). Commission gave protestant oral argument, but court's Judges Edgerton, Bazelon & Bastian unanimously ruled this week that full hearing should have been granted instead, sent case back.

Meanwhile, Commission granted protests against establishment of WJRT, Flint (Ch. 12) at site near Saginaw, thus further holding up construction of station. Full hearing will begin June 27 on protests of WKNX-TV, Saginaw (Ch. 57), WTOM-TV, Lansing (Ch. 54) & WWTV, Cadillac (Ch. 13).

Sale of WSTV-TV, Steubenville, O. (Ch. 9), to CBS was called off this week—principals recognizing they had little chance of getting FCC to approve move of station to Pittsburgh. It remains CBS-TV affiliate.

Another uhf seeking vhf channel was WKLO-TV, Louisville (Ch. 21), which asked that Ch. 7, 9 & 13 be added to Louisville, taking them from Bowling Green, Ky., Evansville & Hatfield, Ind. Station asked that it be shifted to Ch. 7, WQXL-TV to Ch. 13, leaving Ch. 9 for educators.

Commission finalized addition of Ch. 16 to Pittsburg, Cal., substitution of Ch. 15 for Ch. 16 in Red Bluff, Cal., Ch. 56 for Ch. 16 in Santa Cruz, Cal.

Chairman McConnaughey, planning to leave for Europe July 22, and with Commission scheduling no action on major matters during Aug., is pressuring staff and colleagues to get out as much work as possible now—particularly on such issues as deintermixture (see p. 3). Evacuation of key govt. officials in civil defense test June 13 may put crimp in Commission output next week.

Richard A. Mack's nomination to FCC to succeed Comr. Hennock June 30 (Vol. 11:19,22) is scheduled for hearing by Senate Commerce Committee June 16 at 10 a.m.; quick approval is expected.

COMMUNITY SYSTEMS—PROSPECTS & PROBLEMS: A professional atmosphere pervaded this week's convention of National Community TV Assn. in New York's Park Sheraton -- in marked contrast with previous meetings of the not-much-publicized community antenna operators. For in last few years these enterprisers, usually small and local, have burgeoned from a group with no true industry spirit or national awareness into a cohesive and self-assured organization comparable with old-line trade associations.

Some 450 attended convention and 18 exhibitors displayed equipment. Beset with uncertainties, but flourishing nonetheless, operators were pleased with address by FCC Comr. John C. Doerfer, who congratulated them on their enterprise, expressed optimism for the future, and showed strong aversion to applying the iron hand of Federal regulation to the conduct of their business.

During 1948-1952 TV freeze, shadow of prospective new stations hung over the operators, but worries were unjustified. Now, it's boosters, satellites and low-powered stations that pose the threat.

Some of the "gold rush" aspects of the business have disappeared, and sudden discoveries of backyard bonanzas are now quite rare. Rather, well-informed capital is roaming the country, beefing up old systems, exploring markets previously thought to be too well served with free signals to be profitable, and investing in expensive microwaves in order to penetrate previously inaccessible communities.

(For details of convention activities, see below.)

COMMUNITY ANTENNA operators' greatest concern is over prospects of competition from satellites, boosters and low-power stations of all kinds (Vol. 11:23). These provided subject for liveliest session of NCTA convention in New York this week.

With FCC certain to authorize them in one form or another and with manufacturers prepared to deliver telecasting equipment at lower and lower costs, the concern appears justified. Furthermore, Sen. Magnuson (D-Wash.), whose state is loaded with illegal boosters which have given community operators serious competition, is putting tremendous pressure on FCC to legalize the boosters—fast. On June 3, he wrote FCC Chairman McConnaughey telling him to get going, offering to sponsor new laws if necessary.

Participating in panel discussion on low-power TV stations at convention were NCTA pres. Martin F. Malarkey, NCTA exec. secy. E. Stratford Smith, Entron pres. H. M. Diambra, Jerrold pres. Milton J. Shapp, Spencer-Kennedy pres. Fitzroy Kennedy.

Theme of discussion: Low-power TV outlets in most small towns probably aren't economically feasible, but if they are, they still won't kill off community operators who can add more and more choices of signals—3, 5, 7 or even more—to retain customers.

They weren't so concerned with "normal" satellites as they were with those proposing to transmit several signals simultaneously—as outlined by applicant for experimental station in Clarkston, Wash., planning to retransmit 3 Spokane signals on 3 uhf channels (Vol. 11:23). Said Shapp: "We must take issue forcibly with this type. It's a change from the traditional FCC pattern." Smith noted that FCC has strict rules against permitting one station to occupy more than one channel in a town, and he recommended FCC be asked to make policy clear and stable so that system operators could plan accordingly. He suggested that rule-making should be undertaken by Commission before any such grants are made.

Panelists thought low-power operations could scarcely be profitable in towns up to 25,000 or so but might go over in larger cities. Malarkey, who hails from Pottsville, Pa., said that metropolitan station operators told him they couldn't envision profitable satellite operation because they could scarcely increase rates for the relatively small increase in circulation. It was noted, however, that if one big-city station seeks satellite, his competitors are forced to do likewise—even though economics may not be favorable—as happened in Walla Walla, Wash.

Leon Papernow, once part owner of KFSD-TV, San Diego, told group that they should be checking sentiment of small-town AM operators to determine low-power station possibilities, and he pointed out that manufacturers at recent NARTB convention would even lease complete equipment for some $50 a day (Vol. 11:22). He warned that potential among small AM operators might be very great, as indicated by Sylvania surveys (Vol. 11:22).

Certain to be watched closely as possible clue to small-town TV economics is novel "Commprovision" system (Vol. 11:8) which started May 27 in Douglas, Ariz. Town is too far from stations to get signals for community system, so group known as Trans-Community TV Network, 141 El Camino Dr., Beverly Hills, Cal. (Jerome L. Doff, pres.), is feeding kines & films to wired system, interspersing local live, film & slide commercials.

Organization advertises it's operating 3-10 p.m. daily, offering *You Bet Your Life, Hit Parade, Comedy Hour, Kraft Theatre, Robert Montgomery Presents, Mr. Peepers, Tennessee Ernie*, etc. Most programs are NBC, but other networks' shows are also said to be on tap. Company has invested heavily in RCA equipment, including mobile unit for live man-on-the-street pickups, etc. It's claimed that merchants are clamoring to place spots and that operators expect to achieve profit when only 1000 homes are wired.

Entrepreneurs haven't yet fixed cost to subscriber, but it's expected to be somewhere in range now charged by regular community operators—$125-$150 for initial connection, $3-$7 monthly fee.

If Trans-Community does prove profitable, it will undoubtedly invite competition from low-power station offering free signals, once low-power rules are adopted—because vhf channels are plentiful in area, Ch. 3 already allocated but unapplied-for in Douglas, and station probably could be built and operated for no more than a wired system.

* * * *

Interest in microwaves to serve community systems was intense. FCC common carrier expert Arthur Gladstone outlined Commission policy: qualified groups can

obtain permission to operate microwaves for systems but can't own the systems they serve. Two such microwaves have been granted—one to serve Poplar Bluff, Mo. area (but never built), other to serve systems in Richland and Kennewick-Pasco, Wash. (granted May 25). Like hinterland TV station operators, owners of systems feel that AT&T service is unnecessarily costly.

Another industry problem is "property rights," i.e., systems' right to relay signals of stations. Most stations are delighted with added circulation produced by systems, but a few have sought to keep their signals off systems. Wm. Grove's KFBC-TV, Cheyenne, Wyo. has ordered operator in Laramie not to carry its signal, but Laramie operator continues to carry it, asserting that his system, in principle, is merely an extension of customers' antennas. Ed Craney's KXLF-TV, Butte, Mont. has given similar orders to operator in Bozeman—and conflict is likely to wind up in court. It was Craney who took famed ASCAP case to U. S. Supreme Court.

Subscription TV is another intriguing subject—for community operators feel they have natural setup for first-run movies, etc., and Jerrold's Shapp asserts that systems can take whole hot potato out of FCC's hands (see p. 1).

State utility regulation isn't quite the bugaboo it used to be. Though operators find little need for such regulation, one operator put it this way: "You don't see the phone or electric companies going broke, do you?" Wyoming is only state actually regulating, though a few others are considering assuming control.

Illustrative of operators' esprit de corps, membership voted unanimously to triple budget to $50,000 for next year, with dues to be 2½¢ per subscriber per month—some members' dues being increased 9-fold. They reorganized to set up 8 regions, with director for each. Malarkey was reelected pres., this to be his last term; Wm. Daniels, Casper, Wyo., v.p.; Joseph Saricks, Bradford, Pa., secy.; Wm. Calsam, Oneonta, N. Y., treas.

Operators were heartened by speech of FCC Comr. Doerfer, who said: "Community TV today is a $20,000,000 industry. Approximately 400 companies are bringing a TV service to more than 300,000 subscribers or roughly 1,000,000 viewers. But for your enterprising spirit most of these people would today be without such service. This fact alone is a splendid tribute to your ingenuity and in particular to your initiative. You are to be congratulated."

Outlining legal uncertainties of regulation—lack of final court determination whether systems are broadcasting or common carrier, or whether they come under Federal or state jurisdiction—Doerfer said he preferred states assume regulation, if any governmental entity should. He also said he couldn't see that Govt. should protect broadcasters from systems or vice versa.

As for low-power stations, he stated: "Consideration of the relative cost of construction and operation, number and variety of available programs, fidelity of broadcast signals, their limitation because of encroaching interference and a host of unknown factors inherent in the new proposals to permit so-called boosters, satellites and low-power stations, should give CATV operators some encouragement and comfort . . . Your demonstrated powers of resilience without any governmental help or aid should give your prophets of doom cause for thought."

■

Sets-in-use totaled 35,809,000 as of May 1, according to NBC research & planning director Hugh M. Beville Jr., up 305,000 from April 1. U. S. Census Bureau this week revealed its June population survey is asking number of homes having TVs, and how many; sampling of about 25,000 families in 230 areas will permit national estimate to be released in Sept. or Oct. Advertising Research Foundation requested survey and is paying for it.

Personal Notes: **Harry C. Milholland**, DuMont mgr. of technical operations, promoted to director of all engineering activities for broadcast div., succeeding **Rodney D. Chipp**, now engineering director of DuMont Labs' manufacturing divs.; **Eric Herud** promoted to asst. mgr. . . . **John W. Patt**, pres. of WJR, Detroit & upcoming WJRT, Flint, who was stricken with heart attack during NARTB convention (Vol. 11:23) is improving at Georgetown Hospital, Washington, but not yet seeing visitors . . . **Bernard J. Prockter**, who recently sold out his Prockter TV Enterprises *(Big Story, Treasury Men in Action, Man Behind the Badge)*, has joined CBS-TV as a producer; he started out in radio with CBS in 1929, quit in 1941 to join Biow, started own packaging business in 1944 . . . **David G. Taft**, exec. v.p. of WKRC-TV, Cincinnati, adds title of gen. mgr., taking on duties of **U. A. Latham**, retired . . . **Raymond F. Guy**, NBC director of radio frequency engineering and 1950 IRE pres., elected pres. of Radio Pioneers Club . . . **W. Robert Rich** resigns as program director of WPIX, N. Y., to become gen. sales mgr. of Associated Artists Productions' TV div. . . . **Frank G. King**, ex-KABC-TV & KTTV, Los Angeles, named gen. sales mgr., KOVR-TV, Stockton, headquartering in San Francisco . . . **Joseph E. Lake**, ex-WDAF-TV, Kansas City, named commercial mgr. of WFMY-TV, Greensboro, N. C., succeeding **Wm. S. Baskerville** . . . **Edward J. Roth Jr.**, ex-NBC-TV, named program director of Notre Dame U's upcoming commercial WNDU-TV, Notre Dame-South Bend (Ch. 46), due in July . . . **Ray Wilson**, KFMB-TV, San Diego, elected chairman of California AP Radio Assn. . . . **Chester E. Hagan**, asst. mgr. of NBC central news desk, N. Y., shifted to mgr. of news & special events, Chicago; **Rex Goad**, Washington news editor, to N. Y. as night news room supervisor . . . **J. Davis Danforth**, BBDO, named TV-radio administration chairman, American Assn. of Adv. Agencies operations committee . . . **Willson M. Tuttle**, ex-Ruthrauff & Ryan v.p., to Fuller & Smith & Ross, N. Y., in TV management capacity . . . **Halsey V. Barrett**, ex-DuMont, recently in film syndication, joins TV Bureau of Advertising . . . **James F. Brown** resigns as national sales mgr., KBTV, Denver . . . **Ridley Bell**, asst. gen. mgr., promoted to gen. mgr. of WRBL-TV, Columbus, Ga., as **Walter Graham** is made mgr. of radio WRBL . . . **George L. Griesbauer**, ex-Raymer, recently sales mgr. of WTTG, Washington, named mgr. of Weed Atlanta office.

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Gordon Gray, chief owner of WSJS-TV & WSJS, Winston-Salem, publisher of both dailies there and currently pres. of U of No. Carolina, was nominated by President Eisenhower June 10 to be Asst. Defense Secretary, succeeding H. Struve Hensel, resigned. He's 46, a Democrat, Yale law graduate, served as Army Secretary under President Truman, was on 3-man board that heard J. Robert Oppenheimer security case.

More honorary degrees: To **Dr. Allen B. DuMont**, from Fairleigh Dickenson College. To **Edward R. Murrow**, from Holyoke College. To **Gardner Cowles**, publisher of *Look* and part owner of TV stations in Des Moines, Minneapolis & Sioux City, from Long Island U. To **Mrs. Gardner (Fleur) Cowles**, from Elmira College. To **James E. Smith**, pres. of National Radio Institute, Washington, from George Washington U.

Dr. Allen B. DuMont and family will be "visited" in their Cedar Grove, N. J. mountaintop home by Ed Murrow on his CBS-TV *Person to Person* show Fri., June 17, 10:30-11 p.m.

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H. K. Carpenter, 61, broadcasting pioneer, who retired last summer as v.p. of *Cleveland Plain Dealer's* WHK, died suddenly June 2 in Cleveland. Surviving are his widow and 3 daughters.

Telecasting Notes: NBC pres. Pat Weaver, who is generally given the accolade as TV-radio's Great Innovator *(Today, Home, Tonight,* spectaculars, *Monitor, Wide Wide World),* doesn't do so badly before the camera himself—first evidenced by his easy manner and ready responses on Ted Granik's *Youth Wants to Know* show June 4. The kids ask tough ones, and many a statesman often flounders on that program, but Weaver was always at ease, his replies brief and to the point; he wasn't at all prolix or involved, despite his reputation for memos requiring concentrated re-reading to be understood . . . **Weaver likes** personal appearances, apparently, for he has agreed to narrate American Petroleum Institute show titled "1976," Sun. Oct. 9, 4:30-5:30 p.m., it being a glimpse into life in this country 21 years hence. He promises it won't be "space ship stuff"; it's his own idea, based on book he has been writing titled *Tomorrow* . . . **First-run** of new *Horatio Hornblower* feature film with Michael Redgrave may also be carried on NBC next fall as one-shot spectacular, in addition to Korda's *The Constant Husband* (Vol. 11:23), says *Billboard;* it would be sort of pilot for new half-hour TV film series with same title, and NBC rental deal would graduate downward depending on subsequent box-office . . . **Another color spectacular** in works is an original musical titled "The King & Mrs. Candle," by Sumner Locke Elliott, slated for NBC-TV's *Producers' Showcase* Aug. 20; Mark Charlap, who wrote music for *Peter Pan,* is doing it for the TV play, with *Hit Parade's* Toni Charmoli as choreographer . . . **Those 2 Bing Crosby** spectaculars announced by CBS (Vol. 9:21) will be on film, each 90 min. and resembling regular movie musicals. Crosby is curtailing his theatrical film activity to one-a-year, will concentrate on the 2 CBS features, first to be based on Rip Van Winkle story, going before cameras in July and telecast in Oct. They'll be produced & directed by Ralph Levy, budgeted at $175,000 each . . . **"Preview" format** adopted by NBC's *Lux Video Theatre* for summer series; live hour series will dramatize 12 stories made available by major movie producers before they're filmed for theatre . . . **Apropos** growing interdependence of TV and movies, Screen Directors Guild, Hollywood, reports 65% of members working in TV regularly or occasionally . . . **Universal-International** is getting into TV act, too—cooperating with NBC in putting on *Allen in Movieland* as summer extravaganza Sat. July 2, 9-10:30 p.m., providing such stars as Jeff Chandler, Piper Laurie, Tony Curtis, Audie Murphy; Steve Allen will be in Hollywood to star in U-I's film *The Benny Goodman Story* . . . **Top movie directors** Wm. Wyler, Wm. Wellman, Frank Borzage, John Farrow to direct one film each for next season's *Screen Directors Playhouse* on NBC-TV; Screen Directors Guild's benevolent work will be beneficiary . . . **Screen Gems of Canada Ltd.,** 102 Peter St., Toronto, has been formed to handle properties of Screen Gems along with those of Telepix Movies Ltd., with latter's Joseph Dunkelman & Lloyd Burns in charge . . . **Olympus** Film Productions Inc., subsidiary of WLW Promotions Inc., sold June 3 to James B. Hill, its gen. mgr. . . . **Station Film Library Inc.,** recently established by Harry Trenner, has been purchased by General Teleradio.

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General Teleradio's Tom O'Neil reportedly is bidding on RKO holdings of Howard Hughes, which would give him big backlog of feature films now in vaults as well as control of RKO studio on Gower St., Hollywood, and Pathe lot in Burbank. Offers by O'Neil (of General Tire family) and others are understood to be in hands of Irving Trust Co. General Teleradio operates 5 TV stations and as many AMs, as well as Mutual Broadcasting System, Don Lee Network, Yankee Network. Presumably, though it's verifying nothing, it wants the RKO pictures to continue its successful "Million Dollar Movie" syndication and would enter the TV film production field in a big way if it gets the studio facilities.

DuMONT'S ELECTRONICAM live-film production method (Vol. 11:6, 8, 13, 16, 19) is in business now, and the company is proceeding on 2 fronts—marketing & film production—to capitalize on an anticipated industry acceptance of the system.

DuMont this week appointed "the father of Electronicam"—James L. Caddigan, ex-network programming & production mgr.—to new post of director of Electronicam marketing, with headquarters at Clifton, N. J. Said DuMont v.p.-gen. mgr. Wm. H. Kelley:

"The [new] marketing organization for Electronicam will undertake the establishment of this new system as standard equipment for the production of every type of motion picture—theatrical, business, educational, TV, commercials, govt." Marketing, he said, will be "international in scope."

Meanwhile, 2 Electronicam film production units have been busy at DuMont's New York Tele-Center, according to network director Ted Bergmann, who says 90% of those using the new facility aren't DuMont network advertisers. First Electronicam-produced commercial—1-min. Ronson shaver spot, thru Wm. Weintraub agency—was seen by New York viewers this week on WCBS-TV's *Early Show.* Biggest project to date was scheduled this week—pilot film in new 90-min. drama series for unnamed principal.

Among users and experimenters with new system at the Tele-Center are other networks, independent producers, agencies, sponsors. Commercials have been made for at least 4 agencies, pilot films for 2 producers, and an educational TV film series is now shooting.

Bergmann estimates that system cuts filming costs in half, compared to conventional methods, for complete film series and other big orders. Here are some cost estimates, based on month's Electronicam experience, as compared with conventional filming: Five 15-min. soap opera episodes (total 50 min.), all shot in one 10-hour day, $6000-$7500, compared to $15,000-$18,500 by conventional methods. For one-minute commercials, cost is about $1200 each when 3 are made consecutively, $700 each for 6 and $400 each for 12. Conventional film commercial is said to cost $3600 for one minute.

As for DuMont network shows, pilot Electronicam prints are now being made of all of them. DuMont is recommending to its clients that they drop the live shows, change over to film. One DuMont account, Serutan, reportedly is planning to switch to Electronicam method entirely as soon as it has built up backlog of film shows in its *Life Begins at 80* series.

DuMont now has two 16mm Electronicam units (3 cameras each) in operation at its N. Y. Tele-Center, will install 35mm system this summer. New director of photography for Electronicam is Douglas Downs, ex-*March of Time.*

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NBC Spot Sales has revised its *Guide for Video and Audio Standards,* covering 10-sec. IDs, as result of optional method announced last Oct. whereby advertiser may use full screen for 7¼ sec. (Vol. 10:42); revised manual will be available in early July.

National advertising rose 11% in first 4 months of this year over year ago, reports *Printers' Ink,* with network TV up 34%, newspapers up 14%, network radio down 17%.

Network Accounts: **Cigarette companies,** whether despite or because of lung cancer publicity, are increasing network TV sponsorships, reversing earlier policy of cancelling or sharing top programs in wake of first cigarette sales declines. Six major manufacturers will sponsor 18 network shows this fall, latest being **Camels'** purchase of 30-min. *Phil Silvers Show* on CBS-TV (time undetermined) & **Lucky Strikes'** buy of Wed. 8:30-9 p.m. period on ABC-TV following *Disneyland* . . . **CBS-TV** is revamping *Morning Show* (Mon.-thru-Fri. 7-9 a.m.), which has had rough commercial going in competition with highly successful *Today* on NBC-TV; spokesman denied reports show was going off air, though m.c. Jack Paar will quit it to head *Jack Paar Show* on CBS-TV starting July 4, Mon.-thru-Fri. 1-1:30 p.m. . . . **General Foods** (Instant Sanka & Minute Rice) & **Revlon** to be alt. sponsors of *Johnny Carson Show* on CBS-TV starting June 30, Thu. 10-10:30 p.m., thru Young & Rubicam & Wm. H. Weintraub & Co. . . . **General Foods** to sponsor *Commando Cody* on NBC-TV starting July 9, Sat. 11-1:30 a.m., thru Benton & Bowles . . . **Sunbeam Corp.** (appliances) buys 14 partic. on NBC-TV's *Tonight* (Mon.-thru-Fri. 11:30 p.m.-1 a.m.), 3 partic. on *Home* (Mon.-thru-Fri. 11 a.m.-noon) starting in fall, thru Perrin-Paus Co., Chicago . . . **Western Union** to switch *Down You Go,* an ex-DuMont show, to ABC-TV this fall, Fri. 10-10:30 p.m., thru Albert Frank-Guenther Law; **Procter & Gamble** and **Whitehall Pharmacal Co.** will sponsor it this summer on CBS-TV Sat. 9:30-10 p.m. . . . **Pall Mall & Simoniz Wax** to sponsor *The Best in Mystery* as summer replacement for *Big Story* on NBC-TV starting July 15, Fri. 9-9:30 p.m., thru Sullivan Stauffer, Colwell & Bayles . . . **NBC-TV** extends Steve Allen's *Tonight* (Mon.-thru-Fri. 11:30-1 a.m.) to Los Angeles & San Diego starting June 27 . . . **Raleigh cigarettes & Procter & Gamble** to be alt. sponsors of *Undercurrent* on CBS-TV starting July 1, Fri. 10-10:30 p.m., thru Ted Bates & Young & Rubicam.

Rate increases: **WBKB,** Chicago, has added Class AA hour (6:30-10 p.m. daily) at $2200, min. (6:30-10:30 p.m. daily) at $400, Class A hour going from $1650 to $2000; **WRC-TV,** Washington, raises base hour from $1000 to $1250, 20 sec. from $275 to $350; **KOMO-TV,** Seattle, July 1 adds Class AA hour (7:30-10:30 p.m. daily) at $950, min. at $190, Class A hour remaining $800; **KMTV,** Omaha, has added Class AA hour (7-9 p.m. daily) at $800, min. at $200; **WDSM-TV,** Duluth, has raised base hour from $250 to $325, min. $50 to $65; **KLTV,** Tyler-Longview, Tex., hour from $200 to $250, min. $40 to $50; **CKCO-TV,** Kitchener, Ont., hour from 300 to $350, min. $60 to $70; **CFRN-TV,** Edmonton, Alta., $200 to $260 & $40 to $50.

Three new sponsors have signed for partic. on *Monitor,* NBC Radio's weekend round-the-clock service which was to debut with simulcast Sun. June 12, 4-5 p.m. Latest sponsors (giving *Monitor* total of $1,400,000 gross billings to date) are **Chesebrough,** thru McCann-Erickson; **Morton Salt,** thru Needham, Louis & Brorby; **B. F. Goodrich,** thru BBDO.

First regular daily program in color will be *Howdy Doody* on NBC-TV starting in fall, Mon.-thru-Fri. 5:30-6 p.m., when it faces competition from Disney's new *Mickey Mouse Club* on ABC-TV Mon.-thru-Fri. 5-6 p.m. NBC will retain *Pinky Lee Show* 5-5:30 p.m., ending speculation that it would be combined with *Howdy Doody* in a single hour show.

New reps: **KAKE-TV,** Wichita, to Katz (from Hollingbery); **WITV,** Ft. Lauderdale-Miami, to H-R Television (from Bolling); **WIRK-TV,** West Palm Beach, to Donald Cooke (from Weed); **KRDO-TV,** Colorado Springs, to Avery-Knodel (from McGillvra); **KSAN-TV,** San Francisco, to Stars National (from McGillvra).

Associated Broadcasting Co., the Norman Collins company which will program Independent TV Authority's commercial station in London weekends and in Birmingham weekdays (Vol. 11:12) has published London base rates at £1000 ($2800) per min., £700 ($1960) per 30 sec., £450 ($1260) for 15 sec., 8-9:30 p.m. Sat. & Sun. From 2-6 p.m., charges will be £600 ($1600) per min. on Sun., £350 ($980) Sat. All other evening time will be £600 per min. Birmingham rates will run about half. Postmaster-General, who runs stations of both BBC & ITA, has entered agreement with them whereby they won't start before 9 a.m. (2 p.m. Sun.) or run after 11 p.m., with 6-7 p.m. daily kept dark in accordance with BBC tradition (6-7:25 p.m.) which is done, as an official put it, "so that the mothers may prepare dinner and put the children to bed without any distraction from TV" (Vol. 10:45). Associated-Rediffusion, contractor for weekdays on London stations, announces it has already sold £1,000,000 worth of time ($2,800,000) and gen. mgr. Capt. T. N. Brownrigg emphasized that "no advertiser or agent will have any say whatsoever in the programs we transmit or in the choice of program with which his commercial will be associated, although we will attempt to place his advertisement alongside a suitable program." ITA has announced Sept. 22 as definite starting date for London commercial programs.

Canadian Broadcasting Corp. gross revenues for fiscal year ended March 31 were $34,707,000, expenditures $29,106,000, with TV income accounting for $21,273,000 of revenues and $15,876,000 of expenses, reports chairman A. Davidson Dunton. Despite 1954-55 surplus of $4,256,000 after depreciation, it's expected 1955-56 will see $10,805,000 operating deficit, he stated—$8,690,000 on TV, $2,115,000 on radio. Revenues derive partly from 15% Federal tax on receivers, which was $16,960,000 last fiscal year and which Dunton estimated would go down about $1,500,000 this year due to lower TV set prices. Remainder of revenues come from sponsorships. Net, the CBC's TV & radio services cost the Canadian taxpayers about $23,464,000 last year, will go up to about $36,605,000 this year, according to the Dunton report.

Sheraton Closed-Circuit Television Inc. is new wholly owned Sheraton Hotels subsidiary, which will produce and arrange closed-circuit meetings, events and demonstrations. Hollywood producer Walter Wanger is pres., Wm. P. Rosensohn exec. v.p., Robert Rosencrans v.p. Rosensohn and Rosencrans formerly headed up Box Office TV Inc., and Wanger recently was named to BOTV board. BOTV, whose financial backers included Sid Caesar and Max Liebman, is being reorganized. Rosensohn said Sheraton invested $200,000 in closed-circuit equipment, will soon be able to supply hookup of 100 Sheraton and other hotels for special events.

TV Guide is meeting local competition of TV & Radio Magazine Section of *N. Y. Herald Tribune,* which bowed May 15 as 88-p. digest-size program and fan magazine given away with Sun. newspaper, by adding 16 pages to N. Y. edition as of June 11, making total of 104 pages. The weekly N. Y. sales of *TV Guide* in May were 890,000. Format of newspaper's magazine is similar to *TV Guide*—slick-paper color wrap-around containing news and features of national interest while program insert lists upcoming week's offerings on N. Y. area stations along with local ads and items.

Life Magazine raises ad rates about 7% next Jan. 16, guaranteeing 5,600,000 circulation; cost of black-&-white page goes to $21,775, of 4-color page to $32,740.

Sterling Drug will have 110 commercials shot in England this summer by TV Commercials Ltd. for use on both American and British TV.

OUR CONTINUING SURVEY of upcoming new stations reveals no new starters this week—but several are imminent and these are latest reports received from principals:

WXEX-TV, Petersburg, Va. (Ch. 8), which succeeds pre-freeze WTVR (Ch. 6) as NBC outlet for the Richmond-Petersburg area (Vol. 11:23), is pushing construction to meet Aug. 1 interconnection date, reports pres. Thomas G. Tinsley Jr., who also owns radio WLEE, Richmond, and WITH, Baltimore. WLEE gen. mgr. Irving G. Abeloff has been transferred to TV as gen. mgr.; George Oliviere, ex-WTAR-TV, Norfolk, sales mgr.; Charles E. Seward, ex-WBTV, Charlotte, operations mgr.; James L. Dodd Jr., ex-WLWA, Atlanta, program director; John Costello, ex-DuMont, NBC & WPIX, chief engineer. Equipment is 50-kw RCA transmitter, with 978-ft. Ideco tower and RCA antenna. Base rate will be $750, rep Forjoe. Headquarters office is 124 W. Tabb St., Petersburg, with branch at 6200 Broad St., Richmond.

KTRE-TV, Lufkin, Tex. (Ch. 9), has changed target from July 1 to Aug. 31, reports v.p.-gen. mgr. Richman Lewin. Planned as satellite of KPRC-TV, Houston, it was held up until it got microwave permit from FCC last week. It will use 5-kw GE transmitter, 500-ft. Andrews tower, scheduled to go up July 4 weekend. Base hour will be $150. Reps will be Venard, Rintoul & McConnell and Clyde Melville Co. (Southwest).

KFJZ-TV, Fort Worth (Ch. 11) expects to meet Aug. 1 test pattern target, but has changed programming start to Sept. 4, reports v.p. Charles B. Jordan of Texas State Network, also operator of KFDA-TV, Amarillo and 4 Texas AMs. Its 12-bay GE antenna was installed June 3 on 1000-ft. Parkersburg tower, and transmitter house is to be ready July 15 for 50-kw GE installation. It hasn't signed with network yet, has set $600 base hour. Rep will be H-R Television.

WTTW, Chicago (Ch. 11, educational) plans to start test patterns Sept. 1 and 4-10 p.m. programming late in fall, writes chief engineer D. M. Weise. It will ask for change of transmitter site to Field Bldg., has ordered GE transmitter, antenna & studio equipment. Lease has been signed for studios in Chicago Museum of Science & Industry by Chicago Educational TV Assn., which reportedly has raised $850,000 in fund drives. It now plans drive for another $365,000, estimated as station's operating cost for 1956.

WFLB-TV, Fayetteville, N. C. (Ch. 18), is installing 1-kw GPL transmitter, plans July test patterns, Aug. programming start with CBS & NBC, reports exec. v.p.-gen. mgr. L. W. Allen. It has 400-ft. Truscon tower ready for GE antenna, due in July. Nearest other outlet is WNAO-TV, Raleigh (Ch. 28), 53 mi. away. Base rate will be $150. Rep will be Adam Young.

Fred Drewry will be resident mgr., Oscar Oren chief engineer. Rep will be Weed.

KOKE, El Paso, Tex. (Ch. 13), formerly KELP-TV, plans Sept. 15 test patterns, Nov. 1 programming, featuring Latin-American films & kines as well as English-language shows, reports gen. mgr. Joe Roddy. On hand is former transmitter of WBNS-TV, Columbus, O. (Ch. 10), and 324-ft. Aerial tower with 6-bay GE antenna is reported ready. Owners are Barton & Gordon McLendon, who also hold CP for KLIF-TV, Dallas (Ch. 29), operate radios KLIF, Dallas & KELP, El Paso, and have interest in radio WRIT, Milwaukee. Base rate not set. Rep will be H-R Television.

KBMB, Bismarck, N. D. (Ch. 12), using some programs of Valley City's KXJB-TV, expects to be on air Dec. 1, writes owner John Boler, also operator of KCJB-TV & KCJB, Minot, and KSJB, Jamestown, N. D. With antenna on State Capitol Bldg., KBMB will be city's 2nd outlet, KFYR-TV (Ch. 5) having begun in Dec. 1953. Equipment hasn't been ordered or construction begun.

WOBS-TV, Jacksonville, Fla. (Ch. 30), has completed building construction, with 443-ft. Aerial tower ready, reports gen. mgr. Jim Macri. Station now has fall target, but delivery time hasn't been set for RCA antenna or GPL transmitter. Georgia's ex-Gov. E. D. Rivers is pres. & 60% owner. Recently Rivers got FCC permission to sell CP for WCTV, Thomasville, Ga. (Ch. 6), to John H. Phipps (Vol. 11:5,20); last year he sold CP for WMIE-TV, Miami (Ch. 27), to Storer, now being operated on Ch. 23 as WGBS-TV (Vol. 10:51). WOBS-TV rep will be Stars National.

WTLE, Evanston, Ill. (Ch. 32), has GE transmitter on hand, but hasn't set target, reports pres. & 50% owner Angus D. Pfaff, also owner of Evanston radio WEMP. RCA antenna will be used on 250-ft. tower. Base rate not set. Rep not chosen.

WCBC-TV, Anderson, Ind. (Ch. 61), is now without target, while owners study other similar markets, reports TV director Fred M. Mullen. Grantee is Great Commission Schools Inc. (Church of God denomination) operates local school system & Anderson College & Theological Seminary. On hand are RCA 1-kw transmitter, studio equipment & antenna purchased from John L. Booth's defunct WBKZ-TV, Battle Creek (Ch. 64). It's going to trade Ch. 64 antenna for used Ch. 61, will be ready to air test patterns the day antenna is installed, says Mullen. Last week it began conversion of campus auditorium for TV studios. Base hour rate may be $150. Rep not chosen.

CHLT-TV, Sherbrooke, Que. (Ch. 7), hasn't completed arrangements to lease site in Mont-Orford Provincial Park, so may not get on air until "beginning of 1956," writes mgr. A. Gauthier. It's about 60 mi. NE of Newport, Vt. Base rate and rep not reported.

FCC's power to overrule examiners was bolstered this week by U. S. Supreme Court decision knocking out last year's appeals court ruling which would have increased authority of examiners (Vol. 10:34-35). Ruling was in AM case—equally applicable to TV—in which appeals court upheld examiner's initial decision and took FCC to task for reversing it. Supreme Court said this week that appeals court erred in its reasons for overruling FCC grant to Easton Publishing Co. (WEEX) for 1230 kc in Easton, Pa. over Allentown Bcstg. Co. (WHOL) for same frequency in Allentown. In another precedent-setting aspect of case, Supreme Court said in effect that where same frequency is sought in 2 different communities, Commission may choose between the 2 communities on basis of need for the channel before comparing qualifications of competing applicants for the frequency. Appeals court, in overruling FCC, had stated that community's need for the channel could be considered only where applicants' qualifications were approximately equal. Easton-Allentown dispute, raging for nearly a decade, has been see-saw battle: Allentown won original hearing, put WHOL on air. Easton Publishing Co. appealed, and court sent case back to FCC which reversed itself and gave grant to Easton, now holding CP for 1230 kc. Allentown Bcstg. then appealed, got favorable ruling from appeals court. Supreme Court's 7-1 ruling this week found "errors of law" in appeals court ruling, ordered court to reconsider case.

First TV in Israel will be 2-way closed-circuit educational system presented to Israel Institute of Technology, Haifa, by pres. Milton J. Shapp of Jerrold Electronics, Philadelphia.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D. C. • TELEPHONE STERLING 3-1755
Trade Report
June 11, 1955

EMERSON GOES TINKERTOY; MORE NEW LINES: That radical change in TV set construction methods we discussed last week (Vol. 11:23) -- modular design of components together with printed wiring -- has been adopted by Emerson for expected marketing early next year. Several others, notably CBS-Columbia and Capehart-Farnsworth, are experimenting with it and looking to early adoption.

RCA confirmed trend toward automatic production, meanwhile, announcing that its redesigned line -- shown this week to field reps & distributors -- makes "more extensive use of printed circuits than anyone else in the TV industry." Admiral last week showed sets in which 80-90% of wiring was printed, most components inserted automatically (Vol. 11:23). Exception to rule was Zenith, whose new models shown this week have no printed circuits. After experimentation, company ruled out printed wiring for present as providing no cost saving. (For details of new lines, p. 13).

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Emerson's modular design system is based on govt.-developed "Tinkertoy" principle, now being exploited commercially by ACF Electronics, Aerovox, Sanders Associates (Nashua, N.H.) and others. Tinkertoy process (Vol. 11:12) uses "printed" components on tiny ceramic wafers which are stacked and mounted on a printed circuit board. Other printed circuit techniques now in wide use employ conventional parts, sometimes mounted and assembled on printed wiring boards by automatic means.

ACF Electronics, Alexandria, Va., subsidiary of ACF Industries (ex-American Car & Foundry Co.), is supplying the component modules (trade-named "Compacs", for component packages) for Emerson's new-type sets. Emerson pres. Benjamin Abrams confirmed that his company will make one chassis using Tinkertoy method, spotting it in various models throughout next year's line.

"We're in the process of developing it now," he told us. "While we're not making any modular sets at this time, we're pushing it along." He said the consumer will benefit principally by the ease of servicing such sets -- serviceman merely replaces module in which trouble has been located. Mr. Abrams said there won't be any price cuts "immediately" on sets using modular design. It is known, however, that many producers are looking to automatic production and easier-installed parts as a way to eventually make low-end models profitable.

Virtually every other manufacturer is studying the possibilities of modular and other types of non-conventional components. Said a CBS-Columbia spokesman:

"Yes, we're playing with Tinkertoy, but frankly we don't know where it will lead and we feel we must spend some time evaluating it -- with pilot runs and field tests. As you may have heard, printed wiring alone is facing serious trouble; it hasn't been easy to break in. This new system is not only printed wiring but true printed circuitry. Remember that resistors, capacitors and other components have been developed to a high state of efficiency and we have a lot of know-how in their use. Now we're asked to translate them into modules, and anyone who dives into this sort of thing in a hurry is running the risk of a lot of trouble. Yet we could be very lucky with it, too."

Capehart is experimenting with modular sets, too, said v.p.-gen. sales mgr. E.W. Gaughan, but only "in the preliminary stage." It's too early to determine when it will reach the market, he said, adding: "It's not a Tinkertoy set, but rather our own type of module development, although we're working with ACF and others." He said modular sets will probably be in same price range as conventional type, that Capehart won't sacrifice quality for sake of automatic production or new design.

Motorola exec. v.p. Robert W. Galvin said: "We're looking into modular construction, of course, but we're not using it in our upcoming line. It's simply one phase of study in our mechanization program." Among others reportedly considering

modular approach is one big private label manufacturer, who may make modular radio sets before using principle on TV.

RCA's new line utilizes 5 printed circuit boards in horizontal and vertical chassis, according to Robert A. Seidel, exec. v.p. for consumer products. "Tests, both in the field and in our laboratories, have conclusively proven the advantages of printed circuits for greater reliability and thus better service and performance for viewers," he said. Line is completely restyled, has no controls visible in the front of sets, has new chassis in each model.

Color was completely overshadowed at RCA gathering. And next week, when it shows its 2 new color sets, consolette at $795 and console at $895, to N.Y. dealers there are no color programs scheduled on the networks.

Zenith's line, priced from $150 for 17-in. table model to $1400 for combination, includes a novel remote-control unit known as "Flash-Matic", which incorporates 4 separate photo-electric cells mounted at corners of the set: Special flashlight, which comes with set, turns set on and off, controls volume & tuning. It's feature on 4 sets, cheapest being $400. One of Zenith's selling points is that it permits viewer to turn off commercial by remote control.

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Other brief highlights of major trade developments this week:

LABOR: IUE announced it would seek guaranteed annual wage from GE, Sylvania & Westinghouse in contract negotiations this summer, following Ford's approval of modified guaranteed wage with sister UAW. Union also disclosed that International Resistance Co. has become first parts manufacturer to agree to form of guaranteed wage, is now contributing 9¢ per hour for each of its 900 employes into a fund to provide year-round compensation. Company and union have joint committee currently ironing out details, according to David Lasser, IUE research director.

ECONOMIC OUTLOOK: Several more indices of nation's economic prosperity were made public. Census Bureau reported total of 62,703,000 employed in May, highest ever for that month, up 1,018,000 from April and 1,584,000 over May 1954. It also reported unemployment declined 473,000 to total of 2,489,000 -- a greater decrease than usual for spring. Commerce Secy. Weeks told news conference current prosperity has no parallel in nation's history, said Gross National Product in second quarter would exceed record annual rate of $370 billion in first quarter. Herman Steinkraus, pres. of Bridgeport Brass Co. & ex-pres. of U.S. Chamber of Commerce, told the 20th annual convention of International Distribution Congress that he foresaw "increasing evidence of at least 4 to 5 years of excellent business ahead, based on a great wave of increased spending based on increased income and savings."

GOOD PROFIT YEAR: It may or may not apply to most TV-radio-electronics firms but Standard & Poor's report this week states aggregate profits of U.S. industrial corporations will run 15-20% better this year than last, making for most prosperous year on record. S&P analysis shows aggregate net income of 675 industrials for the first quarter of 1955 was 28.3% above like 1954 period.

'NECKTIE ECONOMY': Motorola v.p. Edw. R. Taylor prognosticates, in course of panel at Advertising Federation of America convention, that task ahead is to "create what I call a 'necktie economy', in which the consumer can always use another one of just about everything -- another car, bathtub, TV set, fur coat or vacation." He said nation is entering era of technological advancement in which advertising and marketing men will be expected to move "undreamed of mountains of merchandise" to the consumer. "Advertising's problem," he said, "is to sustain that frame of mind in which the consumer is more or less discontent all the time with yesterday's goods and services, and eager all the time to possess the newest things."

DEPT. STORES: Annual survey by National Retail Dry Goods Assn. Controllers' Congress bears out declining trend of TV sales in dept. stores. It shows that in 1954, TV sales were off 4% from 1953, which was 8% below 1952. Average price of TV set sold in dept. store was $138.34, down from $178.46 in 1953. Average price of set sold in all retail outlets last year was about $200. TV-radio-records depts. accounted for average 1.5% of total store volume in 1954, about same as in 1953.

PRODUCTION: TV output declined to 91,648 week ended June 3, lowest for year,

from 110,944 preceding week and 120,144 week ended May 20. It was year's 22nd week and brought production for year to date to 3,260,000 vs. about 2,610,000 same 1954 period. Radio production totaled 206,428 (96,030 auto) week ended June 3, also low for year, compared to 266,946 preceding week and 280,445 week before. It brought 22-week production to 6,100,000 vs. 4,340,000 in corresponding 1954 period.

RETAIL SALES: Some 2,355,740 TVs were sold at retail in first 4 months of 1954, compared to 2,145,147 in corresponding 1954 period, reports RETMA. Sales in April were 411,748, compared to 669,794 in 5-week March and 371,720 in April 1954. Radio sales in first 4 months, excluding auto sets, totaled 1,609,182, compared to 1,487,247 in first 4 months of 1954. April sales were 367,841 vs. 448,488 in March and 427,911 in April 1954.

Trade Personals: Henry C. Bonfig, ex-Zenith sales v.p., newly named pres. of CBS-Columbia and this week elected v.p. and a director of CBS Inc. (Vol. 11:21), reported for duty at Long Island City plant June 9 . . . **George Y. Wheeler**, RCA Washington v.p., received law degree from George Washington U this week . . . **Commodore A. J. Spriggs**, USN Ret., ex-director of electronics, Office of Chief of Naval Operations, who joined Packard-Bell in 1950 as mgr. of technical products div., elected a Packard-Bell v.p., headquartering in Washington in liaison duties with govt. . . . **John F. McAllister Jr.**, mgr. of product planning, GE TV-radio dept., promoted to mgr. of engineering, responsible for design & development of all TV-radio receivers and reporting to dept. gen. mgr. **Herbert Riegelman** . . . **J. L. Albers** promoted to Capehart-Farnsworth merchandise mgr.; **Donald F. Miersch**, ex-Sparton gen. sales mgr., named marketing mgr.; **Mark E. Davis** promoted to sales finance mgr. . . . **Robert I. Gaines** promoted to asst. director of DuMont international div. . . . **Colby H. Knapp** appointed asst. sales mgr., Stromberg-Carlson telephone div. . . . **John L. Esterhai** promoted to Philco asst. secy., **Isaac Naeye** to asst. treas. . . . **Herbert A. Gumz** resigns as pres. of Crescent Industries (phonographs) to become staff asst. to **R. E. Brooker**, v.p. in charge of Sears Roebuck manufacturing subsidiaries; he's succeeded by **John S. Holmes**, pres. of Warwick Mfg. Corp., Chicago, which now owns Crescent and which itself is partly owned by Sears; **Gordon G. Brittan**, Warwick v.p., gets same title at Crescent . . . **George G. Barker** promoted to technical editor, Raytheon public relations dept. . . . **Stephen E. McCallum**, editor of *GE Ham News*, named editor in charge of new electronic tube news bureau, Schenectady . . . **Ray Marchbanks** appointed Hallicrafters southeastern district mgr., Atlanta; **Dwight F. Clexton** named central Fla. mgr., Orlando.

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RETMA of Canada, which followed example of RETMA of U. S. and has been renamed to embrace "electronics," elects these officers at last week's convention: pres.-chairman, Carl A. Pollock, Dominion Electrohome (re-elected); v.p.'s—J. D. Campbell, Canadian Westinghouse, receivers; Lloyd Harris, T. H. Farley Ltd., Hamilton, parts & accessories; J. C. R. Punchard, Northern Electric Co. Ltd., Belleville, electronics; engineering director, Ralph A. Hackbusch, Hackbusch Electronics Ltd., Toronto (re-elected); gen. mgr., Stuart D. Brownlee.

"Air Force Weapon System Concept and Its Effect on the Electronics Industry" is topic of main address June 15 by Lt. Gen. C. S. Irvine, deputy chief of staff, materiel, headquarters, Air Force, at RETMA convention in Chicago. Also featured at June 14-16 convention will be reports to parts div. members by atomic test committee chairman Ray H. Williamson on recent Nevada tests and entertainment receiver panel chairman D. W. Pugsley on component requirements for color sets.

Maurice J. Hayes, 53, Magnavox director of purchases, died of heart ailment June 5 in Ft. Wayne.

Topics & Trends of TV Trade: Trans-shipping of TV-radio-appliances, generally regarded in trade as a competitive evil which has fostered spread of discount houses, is a proper trade practice in eyes of Justice Dept. Judge Stanley N. Barnes, head of Justice anti-trust div., this week told Senate Judiciary subcommittee that trans-shipping "may represent a healthy form of price competition." His testimony supported policy first expressed in anti-trust suit against Philco last Dec., in which Justice charged that Philco's franchise agreements penalizing distributors for trans-shipping merchandise outside their territories were illegal (Vol. 10:51), a charge Philco subsequently denied (Vol. 11:10).

Barnes' testimony acknowledged that while some trade associations might not like trans-shipping, and that it might penalize some dealers, he "could not see how it would harm the consumer." He contended that any practice which helped reduce the price of product to consumer would receive Justice's sanction, as long as it does not violate any law.

NARDA managing director A. W. Bernsohn, commenting on Barnes' testimony, said: "Trans-shipping results in some distributors being overstocked, others short of merchandise. In turn, the soundness of retail operations is injured." Arthur W. Hooper, exec. director of National Assn. of Electrical Distributors, commented that trans-shipping "destroys channels that are designed to move the most goods to the most people at the least cost." RETMA declined comment.

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DISTRIBUTOR NOTES: Motorola appoints Electronic Sales Co. Inc., 540 Main St., Ansonia, Conn. (Al Pincus, pres.) covering New Haven, Middlesex & Fairfield counties . . . **DuMont** appoints E. E. Pritchett & Co., Salt Lake City, replacing Smith-Morley Corp. . . . **RCA Victor Distributing Corp. of So. Calif.**, Los Angeles, appoints Richard H. Tresselle TV-radio field sales mgr., succeeding Russell P. Larsen, now mgr. of Youngstown Kitchen div. . . . **Zerega Distributing Co.**, Seattle (Motorola) appoints Charles W. Schuchart Jr. as sales mgr. . . . **Simon Distributing Co.**, Washington (Zenith) names E. Blake Cardwell TV-radio mgr.; **Sues, Young & Brown**, Los Angeles (Zenith) promotes John C. Houseman to field sales mgr. . . . **Emerson Radio of Pennsylvania**, Philadelphia, appoints Sam Raker field sales mgr., reporting to sales v.p. Samuel Jacobs . . . **Dallman Co.**, San Francisco (Philco) appoints Robert J. Parr adv. & sales promotion mgr. . . . **Admiral Washington** branch names Robert P. Newlyn adv. & sales program mgr. . . . **Hallicrafters** appoints Edelmuth & Co., 1192 E. 40th St., Cleveland (David L. Edelmuth, pres.).

RETMA office moves: Statistical dept. (Wm. F. E. Long, mgr.) to Sheraton Bldg., 711 14th St. NW, Washington (phone National 8-3902); west coast office (Joseph J. Peterson, mgr.) to Hollywood Professional Bldg., 7046 Hollywood Blvd., Hollywood 29, Cal. (Hollywood 2-1228).

RCA's new line, introduced this week to field reps & distributors at Barbizon Plaza Hotel, N. Y. (see p. 10), consists of 23 basic black-&-white models and 2 color receivers. Monochrome line is divided into 3 series: Special, comprising 17, 21 & 24-in. tables, 21 & 24-in. consolettes & 21-in. console, with prices ranging from $150 to $260; Super, comprising 21 & 24-in. tables & 21-in. console, priced from $200 to $300; Deluxe, 21 & 24-in. consoles, from $300 to $500. Vertical chassis is incorporated in all Special sets and in some of Super & Deluxe groups. Special series has dials on top of set hidden under trap door. Deluxe sets have illuminated window with magnified channel numbers. Other features are improved anti-noise circuit, increased voltage & improved automatic gain control.

Admiral's new 14-model line, introduced last week at distributors' convention in Chicago (Vol. 11:23), is priced in general range of old line—starting with 17-in. ebony metal table model at $130 and going up to 27-in. open-face blonde console at $425. The 21-in. table series starts at $180 for metal cabinet, consoles at $230 for open-face walnut. Only 24-in. sets are mahogany tables at $290, "laydown" mahogany console at $400, blonde $420. A 21-in. combination is priced at $400 in mahogany, $420 in blonde. Optional uhf tuners are $25 extra.

Zenith's new line, introduced this week to distributors at Chicago's Conrad Hilton Hotel, had virtually no change in prices from old line. The 17-in. table models start at $150, 21-in. table at $170, 21-in. consoles at $250, 24-in. tables at $290, 24-in. consoles at $380. At top of line is 27-in. 3-way combination with "Flash-Matic" remote control feature (see p. 10), priced at $1400.

New Westinghouse line, unpriced yet and currently being shown distributors at regional meetings, won't be made public until July 24—but gen. sales mgr. Dan D. Halpin says it contains fewer models and will offer better discounts to dealers. First quarter TV sales, he said, were "substantially ahead" of same 1954 period, radio sales up 17%.

Picture tube sales in first 4 months totaled 3,427,805, valued at $67,076,542, compared to 2,690,519 worth $56,-989,867 in first 4 months of 1954, reports RETMA. April sales were 788,317 worth $14,620,075, compared to 772,257 at $17,246,843 in 5-week March and 727,655 at $14,994,779 in April 1954. Receiving tube sales in first 4 months were 152,762,273, valued at $111,506,758, compared to 106,026,-920 worth $78,560,440 in first 4 months of 1954. April sales were 35,426,153 at $26,779,586 vs. 41,080,881 at $29,-922,192 in March and 29,640,942 at $21,697,489 in April 1954.

What's the cost of operating a TV set? There's no official data on subject, but anti-subscription TV group known as Joint Committee on Toll TV (see p. 1) comes up with estimate of $87.01 as average annual cost. It breaks it down thus: receiver depreciation, $48, assuming average $240 set totally depreciates in 5 years; service calls, $20, based on Nov. 1954 *Videotown* survey and other industry sources; power consumption, $13.01, based on data from U of Illinois electrical engineering dept.; installation, antennas & miscellaneous equipment, $6.

Proposed big appliance consolidation involving RCA, Sears, Whirlpool, Seeger Refrigerating Co. and perhaps others (Vol. 11:22) still awaits opinion from Justice Dept. on its legality. Elisha Gray II, pres. of Whirlpool, denied reports his company's merger with Seeger is imminent, as first step in multi-faceted consolidation. He said he still stands on his earlier statement to us that he would not "bet a nickel" on the outcome of any "exploratory talks" his company has been conducting with several firms.

Stromberg-Carlson offering 21-in. color set at $895, first deliveries due late this month.

Financial & Trade Notes: General Instrument Corp. sales for fiscal year ended Feb. 28, 1955 were $22,795,029 vs. record $32,502,305 in preceding year, drop being attributed to reduced civilian and defense volume and lower prices due to intensified competition. Net loss for year after Federal tax credits was $412,220 vs. net profit of $926,903 ($1.13 per share) in preceding year. Consolidated balance sheet shows cash almost equalling total liabilities after prepayment of $1,250,000 in long-term obligations; total current assets of $6,410,931, total current liabilities $1,781,969, net working capital $4,628,962. New plants are now operating in Waterloo, Ont. and Statesboro, Ga., and on May 17 company entered agreement to acquire Automatic Mfg. Co., Newark.

Stockholders have been asked to approve, at June 27 annual meeting, proposed acquisition of Automatic, whose shielded I.F. transformer is sold under K-Tran trademark, in exchange for 555,000 shares of authorized but unissued General Instrument stock, to be added to the 818,273 now outstanding. It's proposed to add to General Instrument board Martin H. Benedek, Automatic pres.; Moses Shapiro, Automatic exec. v.p.; and Alexander P. & Henry Hirsch, Automatic directors, who are also chairman & pres., respectively, of Welbilt Corp., N. Y., manufacturer of ranges and air-conditioning equipment.

Proxy report shows Automatic's 5-year average annual sales (1950-54) were $8,661,697, average net profit after taxes $462,008 (83¢ per share); that General Instrument's average annual net sales for virtually same period were $26,016,613, profit $381,396 (47¢); that GI chairman Abraham Blumenkrantz, holder of 12,000 shares, drew remuneration of $54,000 last year while pres. Monte Cohen (3718 shares) drew $55,000; that Automatic pres. Martin Benedek's remuneration last year was $58,096 and exec. v.p. Moses Shapiro's $45,192. Automatic's plants in Newark and Beckley, W. Va. employ about 1150.

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Emerson Radio net earnings were $1,111,981 (57¢ a share) for first 6 months ended April 30, first half of fiscal year, vs. $947,515 (49¢) in like 1954 period. Before-tax profit was $2,197,709 vs. $1,648,034. Revenue figures were unannounced. Pres. Benjamin Abrams attributed profit increase to "wide acceptance of the new transistor pocket radio [and] improved business in air conditioners." New small radios are being made at rate of 1100 daily, he said.

IT&T, with no breakdowns for Capehart-Farnsworth or Farnsworth Electronics Co. divs., reports consolidated net income of $5,253,846 (73¢ a share) on sales of $94,545,-153 in first quarter vs. $4,855,103 (68¢) on $78,705,955 in first 1954 quarter. Quarterly report includes accounts of German subsidiaries for first time since 1939.

Dividends: Collins Radio "A" & "B" (new), 35¢ payable July 29 to stockholders of record July 15; **American Broadcasting-Paramount Theatres,** 25¢ July 20 to holders June 24; **IT&T,** 30¢ July 15 to holders June 17; **Aircraft Radio,** 20¢ Aug. 12 to holders July 22.

Muter Co. sales in first 4 months of 1955 were $4,236,-000 vs. $4,288,000 same 1954 period; profit was $114,780 vs. $134,728. Dividend was omitted by board at this week's meeting, last having been 15¢ in Dec.

More trade predictions: RETMA chairman Max Balcom, in panel at RETMA of Canada convention, forecast retail sales of 6,700,000 monochrome TVs this year at factory value of $900,000,000 vs. 7,300,000 at factory value of $1.06 billion last year; in 1959, he foresees retail sales of 6,900,000 at factory value of $1.2 billion, color accounting for about ⅓. By 1965, retail sales should run 7,400,000 sets annually, he figured, with factory billings $1.5 billion. He said under 35,000 color sets would be made this year.

PEERING INTO FUTURE of TV and other media, U of Illinois' Prof. Dallas W. Smythe, who heads its Institute of Communications Research and once was an FCC official, agrees with our predictions for 1965—about 1000 TV stations, serving 58,000,000 homes, with more than 90% saturation (Vol. 11:21). Some of his other predictions in June 6 address to Advertising Federation of America at Chicago:

Programming: All in color, from 3 live networks and tape transcriptions. "The programs of 1965 may bear only a distant resemblance to the programs of today. Long before 1965, Hollywood will have been integrated into the making of TV programs, as well as continuing to supply theatrical exhibitors."

Newspapers: Probably relatively unchanged 10 or even 20 years from now—based on the assumption "that none of the major companies in the electronic media undertakes a massive invasion of the newspaper field through aggressive promotion of broadcast facsimile. Were they to push facsimile receivers as they did TV receivers, the market for broadcast newspapers could be created within a relatively few years." Facsimile newspaper transmitting stations could be set up for as little as $50,000, compared to the multi-million dollar investment required for a big-city newspaper.

Tomorrow's media users: Based on census forecasts, in the next 10 years there will be substantially more consumers among 5-14 age group, retired people and 15-20 group, in that order—with advertisers paying much more attention to needs of children. With coming of automatic factories, "tomorrow's media should look forward to serving the needs and interests of a larger population for more hours per week than they now serve a smaller population."

Among Dr. Smythe's more intriguing technical predictions: Within next 10 years, the TV telephone, probably in color (now being developed by AT&T). "If man-made satellites are feasible for military purposes, why should we not look forward to the possibility of getting complete coverage of the globe through TV transmitters installed on such satellites?"

NARTB code review board starts 13-week campaign to "tell every American family of their role in the TV code," mailing promotion kit to its 263 subscribers. It contains a slightly revised Seal of Good Practice, slides, sound film, brochure, etc. In accompanying letter, pres. Harold Fellows said: "Through our own medium . . . I am hopeful that we will convince viewers that they themselves determine the nature of TV programming."

Society of Television Lighting Directors is newly chartered group formed to "exchange ideas, discuss new equipment and set up standards." Members are 82 network lighting directors from east and west coast. Salvatore Bonsignore is chairman; Leland Watson, secy; Syd Samuels, treas. Mailing address is 119 Puritan Ave., Forest Hills, N. Y.

Upcoming Senate hearing: Communications subcommittee under Sen. Pastore (D-R. I.) June 21-22, on 2 bills requested by FCC—S-1549, to permit Commission to levy small fines, and S-1456, to modify "protest" procedure.

Boomerang: Sir Robert A. Watson-Watt, British inventor of radar who now is chairman & pres. of Logistics Research Inc., Redondo Beach, Cal., recently paid $12.50 speeding ticket in Canada. He was trapped by police radar.

Barnard College, collaborating with NBC, is conducting 5th annual Summer Institute of Radio & Television June 27-Aug. 5 in NBC's N. Y. studios.

Sample color sets using Lawrence 1-gun tube were demonstrated to Paramount Pictures pres. Barney Balaban this week, and he said he was "delighted" with results, convinced they can be mass-produced to sell for less than $500—perhaps as little as $400. He said they produced excellent color when compared simultaneously with receivers using 3-gun tubes. Before long, he said, set will be demonstrated to industry and full details will be disclosed. Paramount has no plans to make tubes or sets, he stated, "unless we have to." Set uses vertical chassis, has 26 tubes including 21-in. rectangular glass kine, 2 rectifiers. Balaban said tube complement can be reduced to 19 or 21. "It's a black-&-white set with color added," he declared, "rather than a color set with black-&-white added—which is what the other sets are."

James C. Petrillo's AFM, once the bete noir of the broadcasting industry, had none other than RCA-NBC chairman David Sarnoff as its main convention speaker in Cleveland this week—first representative of business management ever to address it. Said Sarnoff: "Together, we have made America a nation of music lovers," noting that more people attend classical concerts in a year (35,000,000) than baseball games (15,000,000) and that the music boxoffice is $50,000,000 vs. baseball's $40,000,000. As for labor-management relations, Gen. Sarnoff said the day of "warrior leaders" is past. This is an age for "economic statesmanship," he said — for understanding and adjustment required by great technoligical development and rapid change. Note: TV-radio are still biggest income source for AFM members, convention was told; radio networks & stations accounted for $16,887,000, TV for $7,721,000 last year. This doesn't include sums spent for musicians on TV films, while record making accounted for another $3,651,000, transcription companies for $1,330,000.

Bill implementing CBS pres. Frank Stanton's request for amendment of Communications Act, to permit series of electronic "Lincoln-Douglas" debates by Presidential candidates of 2 major parties on TV in 1956 (Vol. 11:22), will be offered by Rep. Harris (D-Ark.), who heads House communications subcommittee which may hold hearings on subject this summer. Dr. Stanton's amendment, which has been forwarded to Senate & House Commerce Committees, would remove necessity of granting equal time to candidates of all minority parties.

TV applications on file with FCC now total 147, including 16 for uhf. Only one filed this week was for Ch. 11, Caguas, P.R., by owners of New Orleans' uhf WJMR-TV. Same group this week dropped application for Ch. 3 in Mayaguez, is negotiating to buy 30% of Mayaguez CP-holder WORA-TV (Ch. 5). [For details, see *TV Addenda 20-V* herewith; for complete listings of all grants, new stations, applications, etc., see *TV Factbook No. 20* with Addenda to date.]

WEHT, Henderson, Ky. (Ch. 50) has applied for permission to buy H. M. Bitner's WEOA (250-watts, 1400 kc, CBS) in neighboring Evansville, Ind., for $116,000. WEOA, one of 3 Evansville competitors for Ch. 7, lost initial decision (Vol. 10:41) and Bitner now plans to drop TV application. March 31 WEHT balance sheet lists $234,535 total assets, $294,121 liabilities, with $100,000 capital stock.

Report on new AT&T charges for off-air pickup last week (Vol. 11:23) was erroneous in one respect. The charge of $81,865 is reduced by 1/36th for each month of use. Hence, customer who uses service for 3 years pays none of it, pays only monthly $4640 charge.

Television Bureau of Advertising reports 143 members as of June 1, with addition of 6 stations & reps Harrington, Righter & Parsons.

Television Digest with ELECTRONICS REPORTS

Special Digest
June 11, 1955

WYATT BUILDING • WASHINGTON 5, D. C. • TELEPHONE STERLING 3-1755

Gist of the Arguments

Subscription TV: Summaries of Comments Filed with FCC

(Docket No. 11279)

Industry Responses as Requested in FCC Public Notice 55-165 of Feb. 11, 1955 Submitted up to June 9, 1955

Notice of Proposed Rule-Making Published in Full Text by *Television Digest* as Special Report, Feb. 12, 1955

AMERICAN BROADCASTING CO.—Not only does FCC lack authority to authorize subscription TV, argues 32-p. printed document, but, if authorized, "pay TV would destroy free TV." The network "sees no reason, in view of the tremendous strides made by free TV in a few short years, of conferring on private persons the right to exact a toll on what the public sees over frequencies which the public itself owns." Problem of obtaining time clearances is already "the major obstacle to the expansion of free TV." With existing stations free to "transmit garbled programs," clearance problem for sponsored programs would be aggravated.

Loss of outstanding free-TV programs to toll TV would be reflected in poorer free programs, and advertisers would gravitate to subscription TV—which "would not long forego the opportunity to tap a fertile source for additional revenue." If fee TV were successful, it would demand more and more time, leaving less and less for free TV, with Commission helpless to stem the tide.

Specific arguments of subscription proponents are answered thus: (1) Pay TV won't result in "additional" programs or "supplementary" fare—"the public will merely be required to pay for what they now see free." (2) Cultural programs won't be presented until "pay TV has most of the broadcast day and existing facilities to itself." Only shows which bring in the maximum amount of money will be offered. (3) Argument that fee TV will encourage new station construction and help uhf is "sucker bait." Subscription TV will naturally gravitate to stations with biggest audience and may "sound the death knell" of uhf. (4) "There is no concept in our theory of free enterprise which bestows a 'right to try' any and all schemes for the exploitation of public property."

Address: 7 W. 66th St., N. Y. Counsel: McKenna & Wilkinson, 1735 DeSales St. NW, Washington, and Geraldine Zorbaugh, ABC gen. counsel.

AMERICANS FOR DEMOCRATIC ACTION (ADA)—Favors pay TV if there is assurance that it will not interfere with free programs, will provide new and additional programs, will produce "no evils of monopolistic control." It states: "With proper governmental safeguards, subscription TV does offer promise of halting the present monopolistic trend in commercial broadcasting under which 2 networks and a limited number of large-market vhf outlets control and profit from the most lucrative programming." It sees "nothing inconsistent with the American system of broadcasting" provided toll TV offers additional programs from additional stations "such as uhf commercial stations and educational stations which could not otherwise exist." It recommends that pay TV be limited temporarily to uhf stations, on a trial basis.

Address: 1341 Connecticut Ave. NW, Washington (Edward D. Hollander, national director).

WALTER BARNEY—Claims to have an "improved card-actuated decoding system for use in conjunction with a 'scrambled' picture," employing magnetic characteristics. Estimates subscriber's unit will cost $25; station equipment, $5000; auditing system for 200,000 cards, $25,000. Short brief does not identify principal.

Counsel: Elliott & Pastoriza, 225 Santa Monica Blvd., Santa Monica, Cal.

JOSEPH BRENNER (Attorney)—Proposes in 7-p. brief: (1) Subscription TV be permanently limited to uhf stations. (2) FCC require all decoder devices to include uhf tuners. (3) No particular decoding method or device should be specified. (4) Commission require all stations to meet obligations to public on free basis, using fee TV only as additional service. (5) No restriction be placed on advertising on pay TV. (6) Multiplexed sound be authorized for subscription transmissions, permitting non-paying viewers to hear music or other aural programming, or promotional material about the pay program, at the same time subscription program is being carried. Eventually, subscription TV might use both channels to provide binaural sound. Ex-FCC attorney Brenner also filed 3-p. petition on behalf of CP-holder KBAY-TV, San Francisco (Ch. 20) urging fee TV as method of supporting small uhf stations specializing in matters of interest to local communities.

Address: 321 S. Beverly Dr., Beverly Hills, Cal.

CENTRAL BROADCASTING CO. (WEAU-TV, Eau Claire, Wis.)—Small-market stations, which have been unable to participate substantially in expenditures of network and national spot advertisers, will benefit especially from subscription TV, says 12-p. brief signed by pres. Walter C. Bridges. FCC can safeguard free TV by proscribing pay TV during certain time segments. Pointing to plight of uhf stations, brief says "it is apparent that there is insufficient economic support from advertising for the kind of national TV service envisioned by the Commission" in allocating over 2000 channel assignments to TV, taken up thus far by only 415 commercial and 13 educational stations. Subscription TV offers "reasonable source" of adequate economic support for a truly national TV system. "There is nothing legally improper or 'un-American' about a system requiring the entertainment consumer to pay . . ."

Counsel: Scharfeld, Jones & Baron, National Press Bldg., Washington.

COLUMBIA BROADCASTING SYSTEM—Though CBS asserts "we believe that there is real likelihood that pay TV would not succeed at all," 69-p. printed brief states that if pay-as-you-see TV should succeed, such "success would be disastrous to the public interest." Arguments are devoted to: "blackout" of channels now "dedicated to the use of the entire public," "siphoning" of free audience so that "pay TV would be able to bid away from free broadcasting any attraction that it wanted" and a "divisiveness" which would make family pocketbook determine extent of viewing and listening, destroying "the broad democratic basis of present-day TV." Among arguments:

While public has invested $13½ billion in sets and servicing, it pays less than 1¢ per program per home. Attacking Zenith's claim that public ultimately pays for sponsored TV, CBS says: "It is a truism that the public bears the cost of the entire national economy, and, in this sense, it pays for admission to our national parks, for walking on paved streets and for going to museums." Stating that economics would drive pay TV to seek the most popular free programs, CBS says it's inevitable that blackout of even a few markets to advertisers will start cycle of destruction of networks and favorite programs as well as little that it doesn't now receive—simultaneously charging public for fare it now enjoys.

Brief analyzes in detail the "bait" offered by proponents: first-run movies, Broadway plays, sports, cultural and educational programs, more stations, elimination of advertising. Conclusion is that pay-TV would offer public very little that it doesn't now receive—simultaneously depriving it of much of what it now enjoys.

It's suggested that FCC is obligated to authorize pay-TV on wired systems first. An "experiment" on stations, CBS says, would cause "incalculable" damage from which it would take years to recover. FCC's authority to grant commercial pay-TV operation is questioned and it's urged that express Congressional approval be sought.

Address: 485 Madison Ave., N. Y. Counsel: Rosenman, Goldmark, Colin & Kaye, 575 Madison Ave., N. Y. (Sydney M. Kaye, Ambrose Doskow); CBS (Julius F. Brauner, Thomas K. Fisher, Leon R. Brooks).

CONNECTICUT RADIO FOUNDATION (uhf grantee WELI-TV, New Haven, Conn.)—Readopts position taken in pleading filed Aug. 7, 1953, favoring authorization of pay TV on uhf.

Counsel: Dow, Lohnes & Albertson, Munsey Bldg., Washington (Thomas J. Dougherty).

GULF TELEVISION CO. (KGUL-TV, Galveston, Tex.)—"Proposal is so revolutionary and so important to the American people that the entire matter of policy should be referred to Congress," states 13-p. brief signed by Paul E. Taft, pres. Public bought its TVs in reliance on free broadcasting, and pay-TV is "such a departure from past and present practices as to raise the question of whether the Federal Govt. is keeping faith with the people." If adopted, govt. regulation will be necessary to protect public from "rate-gouging." Subscription TV "means a metamorphosis of TV broadcasting from a competitive industry to a governmentally-controlled industry."

Counsel: Scharfeld, Jones & Baron, National Press Bldg., Washington.

HICKORY HILL BROADCASTING CO. (radio WTWA, Thomson, Ga.)—Owner Edgar Kobak, onetime Mutual pres. and NBC v.p., urges: (1) Toll radio be considered. (2) Hearings covered by TV-radio. (3) Investigation into how charges would be made and who would be paid. (4) Study of whether Govt. should charge for licenses. (5) A look into the rights of set owners who now pay "very large sums annually" for maintenance, electricity, etc. (6) Consideration of pay-TV effect on a national emergency—whether it would "handcuff the greatest means of mass communications."

HOUSTON POST CO. (KPRC-TV)—U. S. telecasters in last 7 years have built up, with advertising support, "the greatest system of TV anywhere in the world," states v.p.-gen. mgr. Jack Harris in 3-p. brief which objects to "such a contracting and delimiting factor as pay-as-you-see TV." Under toll system proposed, "the more successful the plan, the larger portion of time will be blacked out on the sets of those who do not subscribe . . . millions of people have spent several hundred dollars each for TV sets [and] bought these sets under the supposition that the programs would be free. These people might feel short-changed if they had now to start paying for their home entertainment, or find that their sets were of use only part of the time unless they paid additional fees."

Counsel: Miller & Schroeder, National Press Bldg., Washington.

INTERMOUNTAIN BROADCASTING & TV CORP. (KTVT & radio KDYL, Salt Lake City)—Submitted one-paragraph statement disagreeing with NARTB's position on pay TV, saying it "wishes to make clear that the views expressed [by NARTB] are not the views of this station." Stations are 80% owned by Time Inc., 20% by G. Bennett Larson, pres., who signed statement.

INTERNATIONAL TELEMETER CORP.—Owned 80% by Paramount Pictures Corp., operator of KTLA, Los Angeles, company's 82-p. printed brief gives views of sole movie producer among those offering comments. Basic thesis is that "the tremendous cost of motion picture production completely precludes the possibility that any new or current motion pictures could ever be presented on so-called 'free TV'" and that "many millions of TV viewers throughout the country would be completely satisfied to pay a small amount to see these new or current motion pictures in the comfort of their own homes." It's stated that toll TV would stimulate theatre movie exhibition and improve TV advertising techniques—making for a "competitive co-existence in which the public would be the beneficiary"—and that broadened economic base "will rescue for the public the many entertainment events now lost or soon to be lost to sponsored TV."

Prosperity of theatre boxoffice will continue, it's said, because only theatres can provide latest technical advantages while TV standards are "frozen". Brief says pay-as-you-see TV will make more stations economically feasible and aid uhf. As for legality of toll TV, document states that advertiser-supported TV-radio was result of "natural development of the industry rather than the product of Congressional or regulatory measures" and that pay-see would not be a common carrier.

Half of brief is devoted to diagrams and tables covering economics of sponsorships and technical description of system—including first description of "marquee" technique, which provides 2 pictures on same channel by a sort of picture multiplexing arrangement. Using this plan, viewers who haven't paid for the subscription program would see a "marquee" or billboard, advertising the subscription attraction. When coin is inserted, "marquee" would be replaced by the pay-TV program. Telemeter says this 2-picture, 2-sound channel system can be put on single 6-mc channel by principle of "frequency interleaving."

Addresses: International Telemeter Corp., 2000 Stoner Ave., W. Los Angeles, Cal.; Paramount Pictures Corp., 1501 Broadway, N. Y. Counsel: Arnold, Fortas & Porter, 1229 Nineteenth St. NW, Washington (Paul A. Porter, Harry M. Plotkin).

JERROLD ELECTRONICS CORP.—Manufacturer of community antenna equipment and operator of community systems, in 22-p. statement, alleges: "(1) The scrambled broadcast technique is technically and economically unsound. In addition, it represents a most serious threat to basic concepts of American radio and TV broadcasting. (2) The only practical way to bring subscription TV programming to the American public is by means of wire, utilizing technical facilities similar to those now widely used by cable community TV systems. Without disturbing any established principles of broadcasting, tests to determine public acceptance of subscription TV can be launched immediately in areas already wired. Widespread extension of the service can thus be made rapidly and economically, if public demand so indicates."

Company claims that any scrambling system can be "broken with ridiculous ease," inviting "bootlegging" of pay-TV programs, but that wired system would preserve security of pay system. Says metropolitan areas can be wired at average cost of $45-$75 per home, that Jerrold is

prepared to cooperate in tests immediately. Included is analysis of coding and decoding principles, by research v.p. Donald Kirk.

Address: 23rd & Chestnut Sts., Philadelphia (Milton J. Shapp, pres.). Counsel: Welch, Mott & Morgan, 710 Fourteenth St. NW, Washington (E. Stratford Smith).

JOINT COMMITTEE ON TOLL TV (also known as Committee Against Pay-as-You-See TV)—167-p. printed brief contends:

(1) FCC has no legal authority to approve subscription TV, but whether or not it does, it should first obtain approval of Congress because "the Communications Act was enacted and amended in the light of the existing pattern of an advertiser-supported broadcast industry, and it does not afford adequate basis for authorizing subscription TV."

(2) Pay-TV isn't in public interest, should be denied.

(3) Full evidentiary hearing should be held to obtain testimony under oath and subject to cross-examination.

(4) Some form of toll TV might be desirable: "For example, it is conceivable that a subscription TV proposal to use existing common carrier facilities, in a closed-circuit type of operation, would supplement rather than supplant existing TV service and might, therefore, reasonably be found to be in the public interest."

(5) There's no evidence subscription TV will work, but if it does it will destroy free TV by diverting from it program resources, talent, audiences and income.

(6) Pay TV is no "panacea for the ills of the industry," because it could not succeed if restricted to uhf and because, "with conversion problems of its own, it would be of no immediate aid to conversion-hungry uhf stations."

Brief includes analysis of annual cost to viewer of fee and free TV, breakdown of set ownership by income groups and occupations, analysis of consumer expenditures, growth of newspaper circulation and radio set sales, etc.

Address: 608 Fifth Ave., N. Y. Counsel: Cohn & Marks, Cafritz Bldg., Washington (Marcus Cohn).

NATIONAL ASSN. OF RADIO & TV BROADCASTERS (NARTB)—Calls establishment of fee-TV system in broadcast bands "breach of faith" with set owners and "completely repugnant to the historical concept of public ownership of the air waves" in 37-p. printed brief. Subscription TV would flatly contradict mandate of Communications Act and would in effect require viewer to have a "license" to use his set on certain channels—"private entertainment confined to a privileged few at the overall expense of the American public." Fee-TV could transform whole telecasting system into a "closed-circuit," since "an industry half free and half slave would either not long survive or would eventuate into a system where all broadcasts were directly chargeable to the consumer." Citing FCC's recent decision classifying FM simplex and multiplex systems as non-broadcast services, NARTB says that "if simplex is not broadcasting, then, by no stretch of the imagination can subscription TV be so construed."

Address: 1771 N St. NW, Washington. Staff & Counsel: Thad H. Brown Jr., V. T. Wasilewski & W. R. Powell Jr.

NATIONAL ASSN. FOR BETTER RADIO & TV—Urges "fair trial" for fee TV in 7-p. mimeographed comments, saying it would mean "the viewing audience at home will be the dictator of programming, not advertising agencies or networks anxious to please the sponsors." Of NAFBRAT board members, 26 favor trial, 3 oppose, 15 are undecided.

Address: NAFBRAT, 882 Victoria Ave., Los Angeles (Mrs. Clara S. Logan, pres.).

NATIONAL BROADCASTING CO.—Printed 28-p. brief, first to be released and detailed in Vol. 11:23, pp. 1 & 5, calls pay-TV "narrowcasting," argues that it "violates the American concept of freedom to listen and freedom to look." Institution of pay-TV would have these effects:

(1) Free TV program quality would suffer because diminished set circulation would make sponsorship less attractive to advertiser. (2) Outstanding programs and stars would move from free to pay TV. (3) Sports events would disappear from free TV. (4) Public service programming would be curtailed or abandoned because they wouldn't be profitable on fee TV, and free broadcasters would no longer be able to afford them. (5) Movie industry may gain control of TV programming "as an opportunity to collect billions." (6) Pay TV would black out free TV in millions of homes.

Submitted by: David Sarnoff, chairman, NBC, 30 Rockefeller Plaza, N. Y.

NATIONAL THEATRE ARTS COUNCIL—Representing legitimate stage interests, Council's short mimeographed statement urges adoption of subscription TV because "we feel that home subscription TV will add a new dimension to the entertainment scene which will double or triple production activity in both Hollywood and New York." It claims that pay TV "will give Broadway producers, for the first time, an opportunity to benefit from the mechanical syndication of their own creative efforts."

Address: 130 W. 56th St., N. Y. (Byron Bentley, pres.).

GEORGE W. OVERTON & LAURIN H. HEALY—The principals, attorney and public relations counsel, respectively, suggest that "permission be given to the holders of non-commercial licenses to introduce subscription TV," and that "the rules under which such permission be granted be such as will emphasize the use of the medium for education and group communication, in contrast to maximum audience programs in which they would be competing with commercial networks." Principals state they represent only themselves.

Address: 134 S. LaSalle St., Chicago. Counsel: Taylor, Miller, Busch & Magner, same address.

ROBERT ROBINS—Filing as an individual, Robins says he has "copyright claim of originality and novelty covering the plan of TV transmission of TV programs where the recipients thereof pay for same and which are free from advertisers' sponsorship." Notes that he participated in FCC's TV proceedings in 1936.

Addresses: 8969 Sunset Blvd., Los Angeles, and 982 National Press Bldg., Washington.

SKIATRON—With photos & diagrams, 81-p. printed brief stresses superiority of its decoder or unscrambler, which it proposes to sell outright to set owners at $40 to $50 ($25 if mass produced); claims it's simple, easy to attach to existing set, includes uhf converter. It employs card developed with IBM, on which are listed programs for month; card has printed circuits on one side, is slipped into slot to operate set for particular program. Viewer would forward card monthly to local Skiatron franchise holder with check to cover total costs of programs selected (at 25¢ to $2 per show).

Brief asserts subscription TV is not a common carrier, says FCC has authority to permit it, proposes to limit it to uhf for first 3 years "with minor exceptions" because most uhf stations are presently profitless or losing money. System "adds programs", it's claimed, and should not affect commercially sponsored network shows, will not itself carry commercials, offers what public wants but it not now getting because "inherent in sponsored TV is the fact that quality is basically subsidiary to mass appeal."

It's alleged there's "wide public resentment against the quality of commercials now being employed" and Edward T. Bernays surveys are cited to show that "this resentment stems not only from the so-called intellectuals but extends to every type of society and every age group."

Addresses: Skiatron Electric & Television Corp., 30 E. 10th St., N. Y. (Arthur Levey, pres.), owner of patents. Skiatron TV Inc., 665 Madison Ave., N. Y. (Matty Fox, pres.), holder of rights to exploit patents. Counsel: James M. Landis, 230 Park Ave., N. Y.; Lyon, Wilner & Bergson, Wyatt Bldg., Washington, D. C.

STEINMAN STATIONS (WGAL-TV, Lancaster, Pa. & WLEV-TV, Bethlehem, Pa.)—Short brief (4 p.) "views with alarm the adoption of a system which, if successful, will inevitably lead to the substantial reduction if not destruction of 'free' TV." First-run movies would merely be "opening wedge" in forcing ever-increasing number of free programs to become unavailable and today's "almost inexhaustible source of [TV] program material . . . will easily be moved into the category of unavailable TV material by the simple process of commercial bidding." As for legality: "It is our firm conviction that the imposition of a rule which results in depriving a viewer of his present unhampered right to receive a signal . . . unless he has entered into a private contractual relationship with a third party, is unlawful and entirely inconsistent with the statute of the mandate which gave birth to the 'free' system of TV in this country."

Address: WGAL Inc., 21 S. Queen St., Lancaster, Pa. (Clair R. McCollough, pres.). Counsel: George O. Sutton, National Press Bldg., Washington; Duke M. Patrick, Colorado Bldg., Washington.

STORER BROADCASTING CO.—Nation's largest multiple-station owner, Storer submitted brief mimeographed comments against subscription TV, alleging that: (1) FCC "would be over-extending the authority delegated to it by Congress" if it approved pay-TV. (2) Toll TV would "limit the ability of TV broadcasters to serve the public," and destroy "the greatest attribute of free broadcasting—its universality, its ability to reach everybody everywhere, bringing them free entertainment, culture, news, editorial comment, and exchange of ideas." (3) Pay-TV "will add nothing to present programming except a bill" and "may be expected to foster monopoly."

Address: 1177 Kane Concourse, Miami Beach, Fla. Counsel: Dow, Lohnes & Albertson, Munsey Bldg., Washington (Thomas A. Wall); Abiah A. Church, of Storer.

LARRY WOLTERS—TV-radio editor of *Chicago Tribune*, speaking for himself, favors adoption of toll TV, stating that it offers an "attractive and most worthwhile" supplemental service; that it's no threat to free TV; that it's not un-American. Citing early Zenith test in Chicago, he says public is willing to pay for movies on TV; major boxing events would return to TV; pay TV would "save" baseball for TV. He doubts whether public would pay for Broadway plays or opera.

WACH-TV, Newport News, Va.—Reiterates support of Skiatron petition filed Sept. 13, 1954 asking FCC to amend rules to permit stations to broadcast subscription TV; it would be great help to uhf as well as small-market vhf stations, said original document.

Counsel: Eugene L. Burke & Doris R. Williamson, 821 Fifteenth St. NW, Washington.

KBST-TV, Big Spring, Tex.—Same as WACH-TV, Newport News, Va.; same counsel.

WDSU-TV, New Orleans—Boxoffice TV would be "a highly specialized service directed not to the general public but rather to a relatively limited list of subscribers who choose to pay for that service [and] should accordingly be assigned to frequencies not presently allocated to the free system of TV," states 7-p. legal brief signed by exec. v.p. Robert D. Swezey. "There is an element of custodianship in the present free system which the American people will be most reluctant to supplant or weaken in favor of a cash-&-carry substitute." Fear is expressed that free system will be so weakened as to public service obligations—such as handling of news and controversial subjects, which fee-TV doesn't propose to assume—and that it would have deleterious effect on advertiser-sponsored broadcasting and tend "to siphon off the cream of the programming into the pay-&-see system, leaving to free TV . . . only the routine, drab and pedestrian fare considered unworthy of acquisition by subscription TV." In New Orleans, 52.2% of population in 1950 had annual income less than $2500, and could not be expected to pay for TV shows.

Counsel: Miller & Schroeder, National Press Bldg., Washington.

WSAZ INC. (WSAZ-TV, Huntington, W. Va.)—Short mimeographed comment terms pay-TV proposals "a calculated attempt to supplant the existing nationwide free TV service with a Pay-as-You-See substitute to charge the public for what it is now receiving free," by diverting talent and audiences from free TV. It charges that toll TV won't bring new educational programs nor will it foster construction of new stations, noting that "patent holders" aren't offering to build stations in small markets. Claims pay system will obsolete all sets.

Counsel: Cohn & Marks, Cafritz Bldg., Washington (Leonard H. Marks).

ZENITH RADIO CORP.—72-p. brief, plus engineering supplement, recommends no commercials on subscription programs, ban on charging public for programs now paid for by advertisers, limit of 15% of station broadcast time to subscription shows. Stressed is supplementary nature of subscription system, brief stating "it is utterly naive to assume that subscription TV could obtain public acceptance if it attempted to charge the public for programs now regularly available on a sponsored or sustaining basis."

Included is detailed technical description of Phonevision system and analysis of programs to be sought for subscription shows. Zenith would limit Phonevision operations to "several" markets, to be selected by FCC, for about 18 months following authorization. TV owners would rent decoders for nominal monthly charge, would pay only for shows they watch. Stations could buy or rent subscription programs from national or local organizations. Independent local companies would be licensed to operate Phonevision in various communities.

It's suggested that FCC prohibit purchase of subscription programs from networks: "In this way, the Commission could create a truly competitive situation in which the networks would bend their efforts to producing the best possible advertising programs. At the same time, prohibition of advertising network participation in subscription service would tend to dilute the present 2-network monopoly over programs and revenue . . ."

Addition of subscription programs would enable hundreds of additional stations to operate profitably, it's contended, whereas ⅔ of post-freeze stations now on air are losing money, and only 417 commercial stations (out of 1875 authorized allocations) and only 13 educational (out of 242 allocations) are now on air. Finally, brief says Communications Act contains specific direction that FCC encourage new uses of TV & radio, therefore FCC has "statutory obligation" to approve fee TV.

Addresses: Zenith Radio Corp., 6001 W. Dickens Ave., Chicago (E. F. McDonald Jr., pres.). Teco Inc., 231 S. LaSalle St., Chicago (S. I. Marks, pres.), promoter of Phonevision equipment, granting of franchises, distribution of programs. Counsel: Pierson, Ball & Dowd, Ring Bldg., Washington (for Zenith); Loucks, Zias, Young & Jansky, 1317 F St. NW, Washington (for Teco); Joseph S. Wright, Zenith gen. counsel.

APPEARANCES—Submitting no statements but filing notices of appearance were following: WGAR, Cleveland; WRFD, Worthington, O.; WTOH-TV, Toledo; WBID-TV, Detroit; WKOW-TV, Madison; WCCO-TV, Minneapolis; WSJS-TV, Winston-Salem; WABT, Birmingham; WJIM-TV, Lansing; WMTW, Poland Spring, Me.; WDSM-TV, Superior. (All foregoing filed by counsel Fly, Shuebruk, Blume & Gaguine, 30 Rockefeller Plaza, N. Y. and 1001 Connecticut Ave. NW, Washington.) Appearance also filed by TV Consumers Inc., 519 Main St., E. Orange, N. J. (Walter C. Routson, pres.).

Jack De Chant
December 21, 1955

Suggested Material for
Ed Murrow's
"See It Now" Show

WORLD WAR III - THE WAR OF WORDS

A Primer on Propaganda

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Part I

Background

The Cold War has been declared a way of life. That is one certain development to come out of the Geneva Conferences. Those conferences can be summed up another way - the East and West have mutually decided that it is better to talk than to fight - with nuclear weapons.

The Cold War - the Propaganda War - the War of Words has been with us since the end of World War II, and the Russians are winning it. This war for man's minds can be deadlier for us in the long run than a war with nuclear weapons.

Russia's acknowledged long range strategy - from which she has never deviated - is to dominate the world. She has pursued this policy of world domination relentlessly. The reasons that she is winning are simple. A totalitarian nation must live or die by the power and effectiveness of its propaganda. Add to that its companion techniques of infiltration, subversion and brute diplomacy and you have the arsenal of Russia's weapons in the Word War.

For the Soviets, propaganda is a way of life. For America and the Free World it is not. Also in Russia's favor are a strong sense of history and a generation of experience. Beyond these, Russia invests billions each year in the Propaganda War against our millions.

Propaganda Warfare - Word Warfare - Political Warfare are recognized and used by the Communists as a major weapon in their arsenal for world domination - ranking right along with atom bombs and armies.

America and its people and its government are only now beginning to learn that "propaganda" is not a dirty word but a major weapon that we too must use intensively if we are to survive.

In the headlong armament race we spend in excess of 30 billion dollars each year to maintain our strength and, we hope, our technological leadership over the Russians in the hardware of hot war - atom bombs, global bombers, guided missiles and earth satellites.

Matched against what the Russians invest, proportionately in the Word War and the Armament War, our country is still in the ox-cart stage. One of the basic reasons for this disparity between our efforts and those of the Russians is that we Americans do not know we are being beaten in the Word War nor do we know what the Propaganda War is all about. Not knowing is our own fault.

We have had no basic education on the subject - no primer on propaganda which has drawn the outlines of the struggle in clear and simple terms so that we are capable of understanding what and why we are losing. The consequences must be made apparent - losing the Word War can be as deadly to our survival and that of the Free World as a hydrogen bomb war.

It is even more deadly than a war between the East and West with the new hardware of our times - nuclear weapons - deadlier because it is a creeping paralysis which the Russians are inflicting on the Free World and the neutral nations.

No one can yet judge when our continual losses to the Russians in the Propaganda War will have reached the stage from which we cannot, short of a miracle, hope to maintain our system and our allies as a Free World. Even in a Hot War, an alliance of free men and free nations is always subject to the strains and wranglings and the differences that are inherent in any democratic process.

Recognizing this, Soviet Russia employs relentless pressure against the Free World and that most critical block to our future - the neutral nations - whose fate has yet to be decided. This propaganda war goes on around the clock and around the world. No weakness is too small for the Soviet to exploit. No vacuum created by inaction or indecision in the Free World is too small for the Soviet to fill promptly, viciously and effectively.

The Cold War has been declared a way of life - perhaps for generations. There is wisdom in the unspoken decision of the East and the West - that it is better to talk than to fight. But there can be no wisdom in failing to recognize that a new kind of war is already upon us. This is World War III, Russian style. No matter how we add up the facts, we are losing this struggle.

The Russians have declared that the Iron Curtain will stay where it is. They give very simple reasons why. America has had several hundred years to develop its system to the point where it is successful. The Russians have had only several decades to impose their mastery over their own people and the satellite countries. Until they have several generations behind them, the Russians flatly admit that they cannot afford to expose their own people, those of the captive countries behind the Iron Curtain, and the people of

Asia behind the Bamboo Curtain to the "insidious and subversive" propaganda and communications from the West.

In their eagerness for peace, too many American people showed unwise delight when the Russians turned on their charm at Geneva. Unless something drastic and dramatic is done, it may be months or even years before we as a people fully recognize the fact that we face an implacable enemy. We are faced with the "sacred hatred" of all those who are enemies of the Soviet state.

Before it is too late, the American people must have it burned into their minds that "those who wait for the Soviet Union to abandon Communism must wait until the shrimp learns to whistle." In the zigs and zags of Soviet strategy we may yet face what Manuilsky promised as "the most spectacular peace movement on record."

Unless we are aroused as a people and take the most vigorous action to put ourselves ahead in the Word War, we will be in no position to withstand a high powered, long-range peace offensive which the Russians are quite capable of launching. Our epitaph may already be written for us, if we fail to meet this challenge.

It was spoken by Dimitri J. Manuilsky. He was Secretary of the Communist International in 1930 when he made this prophetic promise of things to come: "Our time will come in twenty or thirty years. In order to win we shall need the element of surprise. The bourgeoisie will have to be put to sleep, so we shall begin by launching the most spectacular peace movement on record. There will be electrifying overtures and unheard-of concessions. The capitalist

countries --- stupid and decadent --- will rejoice to cooperate in their own destruction. They will leap at another chance to be friends. As soon as their guard is down, we shall smash them with our clenched fists."

Jack De Chant
December 21, 1955

Suggested Material for
Ed Murrow's
"See It Now" Show

RADIO FREE EUROPE IN THE WAR OF WORDS

Part II

Russia cannot move militarily or politically with any surety beyond the Iron Curtain or beyond the Bamboo Curtain until the Kremlin is certain that it moves from stable operational bases. Its satellites must be welded into a single machine that acts at the command of a single master, the Kremlin.

What confronts the free world today are the problems of where and how best to strike back. Where do we throw the weight of our effort? While we are meeting Communist thrusts around the world, as we must, where are the basic weaknesses of the Communist empire? Where can we apply pressure where it will hurt the most?

The Communists' main base of operations -- in war or in peace -- is its immediate empire behind the Iron Curtain.

Unless the satellite nations in that area can be made a solid part of the Soviet monolith -- it stands on clay feet. These satellite nations must be relied upon by the Russians to furnish hundreds of thousands of troops in the event of war. Their factories and their farms must be a dependable major source of Soviet supply. The cowed majority of the people must be so propagandized beyond hope or courage as to be virtual slaves to the Soviets.

The satellite nations along the Iron Curtain represent either stepping stones, or stumbling blocks, to aggressive Communist expansion.

If the free world is to strike back hard -- as it must to survive -- then where are we to hit the hardest? With the Russian people well cowed and subservient, our likeliest target is obvious -- in Russia's own backyard -- in the satellite countries.

How can we keep the farms and factories and satellite manpower from becoming a dependable, productive part of the Soviet war machine?

How can we keep alive courage and hope in captive peoples who are battered by the eternal din of Russian propaganda - - based on hatred for the West, for the free world and for America?

How can we strike fear into the hearts of the police state officials? How can we subvert and destroy the confidence of the captive peoples in their puppet regimes?

The answer is relentless propaganda warfare of our own behind the Iron Curtain. The answer is skillful political warfare, exploiting the weakness of the captive states and their puppet masters.

The answer is a political warfare campaign which builds islands of resistance in the minds of men - - where resistance is hardest to destroy.

The answer is a propaganda barrage wisely designed to encourage passive resistance by the people without exposing them to imprisonment or death.

These are precisely the tactics of the combined political warfare operations now being carried on in the satellite countries by Radio Free Europe and the Free Europe Press.

The U. S. Government must and does have its share in this propaganda picture. The 70 million captive people behind the Iron Curtain want and must have the official U. S. Government voice speaking to them regularly as it does - - several hours a week - - through the Voice of America.

Because of the massive global struggle against Communism, the Voice of America carries its counter propaganda war to 38 countries throughout the world. Its task is an official and strategic one on behalf of the Government of the U. S. and the free world.

In contrast, the most important tactical weapon which the free World now has at its command in the propaganda war is the round-the-clock broadcasting done by the privately-supported Radio Free Europe to the countries of Poland, Czechoslovakia, Hungary, Romania and Bulgaria.

Its companion operation in combined political warfare is the Free Europe Press which brings another kind of freedom of information to the captive peoples. By use of balloons and leaflets, the broadcasts of Radio Free Europe are buttressed by the printed word from the free world, launched by the Free Europe Press.

Both activities are most effective because they are independent enterprises, unshackled by diplomatic restrictions.

Radio Free Europe is most effective in the satellite countries because the broadcasting is done by respected exiles from these same countries, in their own languages.

Radio Free Europe is effective because of its technical capabilities and a massive concentration of broadcasts that punch through the Iron Curtain and Soviet jammings.

The Free Europe Press is effective because there is no way to stop the wind-borne leaflets from the West which are passed from hand to hand behind the Iron Curtain. Both are critically important to the captive people because they are sponsored by private American citizens, through the Crusade for Freedom.

It all adds up to this: Because of the privately-supported work of Radio Free Europe and the Free Europe Press, America is ahead in the cold war in only one place in the world. Importantly that's the place where it hurts the Communists the most.

Because of the hope and courage and help that they have given to the captive people, 80% of whom hate the Communist regime, American citizens have planted an intellectual and moral time bomb on Russia's own doorstep.

No one knows when or where or how this time bomb will go off. We do know that it is the fate of dictatorship eventually to collapse from within. Truth and hope can trigger this collapse. When this bomb goes off in the Iron Curtain countries, the chain reaction can easily sweep round the world and help destroy the Russian dream of world domination by destroying the Communist empire itself.

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Jack De Chant
December 21, 1955

Suggested Material for
Ed Murrow's
"See It Now" Show

WORLD WAR III - THE WORD WAR

Story Outline

* * * * * *

Part III

I. Based on Russian actions and statements since Geneva, the Free World is faced with an intensified cold war. Russia, at least for the time being, has decided it is better to continue the cold war than to turn it into a hot war. Even during the Geneva period Russia made several strategic gains -- arms sales in the Middle East and strengthening of Red China's advantages against Formosa.

II. Soviet Russia will make even greater use in the months ahead of its powerful propaganda complex in combination with subversion, infiltration and power politics to achieve its ends because:

a) the Russian government continues, by its own admission, to be spearheading a world revolution

b) the Kremlin leaders believe destiny is on their side and that capitalism and democracy will fold up eventually under pressure

c) because the Kremlin leaders have been greatly encouraged by the successes which the cold war has brought them over the past ten years -- more than 600,000,000 people -- and continuing unrest and ferment throughout the Free World and the neutral nations.

III. Soviet Propaganda: the apparatus by which the Russians control their global propaganda - "Agitprop", the "Section of Propaganda and Agitation", which is an organ of the Presidium. Agitprop is an elaborate organization with about a dozen branches and sub-sections -- Moscow Central Press, provincial press, publishing houses, films, fictional literature, art affairs (theatre, music, painting, etc..) cultural enlightenment, schools, science, party propaganda, agitation and propaganda. Agitprop does not engage in propaganda itself. Its role is that of planner, supervisor and policeman over the government agencies which do the actual publishing, broadcasting, etc..

a) Internal Propaganda -- much of Agitprop's efforts are aimed at this field which permeates all aspects of Soviet life and touches all media and forms of communication, personal and group contacts.

b) External Propaganda -- Agitprop is the brain center for foreign propaganda. Here it works in cooperation with the Foreign Section of the Communist Party's Central Committee apparatus which in turn supervises the government's Foreign Ministry.

IV. Soviet International Media and Operations

a) Broadcasting, publishing, press and motion pictures

b) Foreign Cultural Relations and Exchange of Persons

c) Propaganda in other communist nations

(1) the Eastern European satellites, including East Germany, have large-scale propaganda programs. Since 1950 the satellites have stepped up the use of external broadcasts from 404 to 885.

d) Communist China: very extensive propaganda program in all areas with close operating ties with the Kremlin

V. Foreign Communist Parties

a) The Comintern (Third International): the organization is propagating Bolshevik doctrine internationally to bring about world revolution.

b) The Underground Communist Network - throughout the Free World

c) The Cominform -- open international organization for world revolution against which President Eisenhower spoke at Geneva.

VI. International Front Organizations, Friendship Societies, etc..

VII. There are two main targets for external Communist propaganda:

a) Free World nations in alliances such as NATO, SEATO, etc.

b) The neutral nations: India, Egypt, etc..

VIII. The Free World propaganda activities are far from being as extensive or as expensive as those of the Communists. They are symbolized best by the activities of the U. S. in the propaganda field:

a) Governmental activities -- primarily U.S.I.A.

(1) Voice of America - the major strategic counter weapon, radio and TV, broadcasting to 38 countries

(2) Information Center Service - libraries, etc...

(3) Cultural Activities - Salute to France, Family of Man Exhibit, etc...

(4) Overseas Trade Fairs - a recent development financed by the President's emergency fund.

(5) International Press Service - wires 7000 words of news and background material to 66 countries each day.

B) The official activities of U.S.I.A. are supplemented in a modest fashion by the overseas information activities of the International Cooperation Administration, the military services, etc.

C) Non-Government Activities

(1) Predominant in this field are the activities of the Free Europe Committee: Radio Free Europe, Free Europe Press, etc., all aimed at the satellite or captive countries of Poland, Czechoslovakia, Hungary, Bulgaria and Romania (see attached "Radio Free Europe and the War of Words")

(2) The American Committee for Liberation from Bolshevism which broadcasts daily to the USSR in 18 languages from Munich.

(3) U. S. Philanthropic Foundations, i.e. Ford Foundation, Rockefeller Foundation, etc., which have granted considerable sums of money to a wide variety of international programs which, while not direct propaganda as such, enhance America's reputation overseas.

(4) Private U. S. information media which include exported radio and TV programs from the U. S. networks, exported motion pictures, news magazines, and the press wire services (AP, UP, INS) which furnish United States news and information to clients throughout the world.

IX.

IX. How It Adds Up - U. S. Activities have increased somewhat in the past year, but even these increases fail to match current Communist increases. U.S.I.A. was allotted $79 million by Congress for its 1955 program. No fiscal figures are avialable on Communist increases in 1955, but there is strong evidence of operational increases in all areas.

For example, Communist international broadcasting increased in 1954 by 98 hours a week, an all time high. In 1954 the number of delegates travelling to and from Iron Curtain countries almost doubled that of 1953. As against our U.S.I.A. expenditure of $79 million, the Soviet government is known to spend more than $3 billion a year on propaganda activities.

Add up all the U. S. Government and private activities that could be possibly interpreted as direct propaganda and the Russians are outspending us roughly 30 to 1. They have the added advantages of fanaticism, centralized direction and police state control.

Finally, the Russians know the Word War is on - and what its stakes are. The American people are, in the main, blissfully ignorant of the situation they are up against.

BASIC REFERENCES:

1. World Wide Communist Propaganda Activities, F. Bowen Evans, Macmillan, 1955

2. U.S.I.A. Intelligence Summary (unclassified) Worldwide Communist Propaganda Activities in 1954, dated Feb. 15, 1955

3. U.S.I.A. Fourth Report to Congress, January 1 - June 30th, 1955

4. President's Report - Free Europe Committee, 1954

5. U.S. News and World Report, "World War III - Russian Style". Dec. 2, 1955

December 21, 1955

AN OUTLINE FOR AN ED MURROW PROGRAM
-- suggested by Fred Thomson

The thesis of this particular outline is: Action is words.

The story goes as follows:

A newspaper editorial asserted recently that the cost of conducting overseas propaganda was staggering, and that the waste was staggering, too. The editorial ended with the comment, "In the struggle against Communism, action is better than words."

This sounds like a profound statement. Frankly, and practically speaking, it is meaningless. People are so conditioned by words from the time they are infants that Pavlov himself - the father of the conditioned reflex theory - said with awe that people's lives are influenced more by words than by the rest of the environment around them. The fact that Pavlov himself was a Russian does not make this less true.

Today, more than ever before, the correct - and practical - way to make this statement is to say that action is words. They are one and the same.

Mr. William Greene, President of the Crusade for Freedom, which supports Radio Free Europe, put it this way:

"If we are to take strong steps against Communism there is nothing more vital for us than the use of words."

Let's see what this means.

At the moment, for example, the Soviets are trying to make Soviet colonies out of Poland, Hungary, Czechoslovakia, Bulgaria and Romania. They have built an Iron Curtain around 70 million people in these countries and are trying to invest them with the Communist way of looking at things. Nearly all these

people detest fiercely the Communist puppet rulers who are taking their orders from the Kremlin. They hate them with an implacable hatred. But people are human. Part of the very business of living means adapting oneself to the environment, no matter how despicable the environment may be. Indeed, if the Soviet tactics were left unchallenged, the people in these countries conceivably could become badly infected with the virus of Communism.

Now the question is this: What is the best possible action which we of the free world can take to save these people? War? If the Russians were to be conquered, then obviously these captive people could be freed. But how can anybody consider global military action in this day and age? Thermonuclear weapons - it is devoutly to be wished - have outlawed military force as a way to settle international problems.

Then what other kind of action can we take? The giving of gifts? It has been wisely said that hunger can drive people to odd extremes. What is the wisdom of providing food and factories and farm equipment to peoples unless these gifts carry with them the kind of meaning we want them to have? It is common knowledge that people who despise the rich uncle can bow and scrape without shame during the brief period that he is passing out gifts.

Even if it were possible to give gifts to the satellites, it would be most unwise from a psychological viewpoint alone. A gift of food or a factory or farm equipment may well provide sustenance. But, if somebody is whispering in the ear of the receiver, these gifts may also provide envy...or resentment for what they may consider is a patronizing attitude...or disdain for what they may come to think is a materialistic way of looking at things.

No. Action - the kind of action that can keep the Satellite peoples favoring the West and disdaining the East - is the action of distributing news...

and truth...and hope...and courage...and faith that the rights of the individual human stand above every right claimed by any totalitarian state.

And this is the kind of action that is being provided by an organization called Radio Free Europe which operates out of a mighty installation in Munich, Germany. This organization, which is supported by the Crusade for Freedom, works night and day to give people faith in their own national heritage, in their own national way of looking at things and thinking, acting -- and a faith in the integrity of every one of the 70 million.

Here are the instruments of this action: powerful radio transmitters. Radio Free Europe has 29 transmitters like these, bigger or smaller. This medium-sized one, at Holzkirchen, Germany, in fact, is almost three times more powerful than the biggest one in the United States. And here is Munich, the hub, through which is funneled news coming from 14 news bureaus in 14 different cities on the Continent; the place where well over 600 publications are monitored continuously; where 47 different Communist radio stations are monitored day and night so that Communist lies can be picked up, so that distortions can be cleared up in broadcasts within minutes after the falsities have been initially distributed.

The effectiveness of Radio Free Europe can and has been measured many, many ways.

It is guided by prominent American citizens, supported by millions of Americans through the Crusade for Freedom, but most of the 1700 personnel are Germans and exiles. The people who plan the actual broadcasts, the people who do the broadcasting themselves are exiles who were respected in their own countries, etc., etc.

And as if this weren't enough action, here is more by the Free Europe Press, a companion operation, also guided by the Free Europe Committee which guides and

operates Radio Free Europe. The Free Europe Press sends up thousands of balloons filled with millions of miniature newspapers which are dropped with pinpoint accuracy on towns behind the Iron Curtain. Etc., etc.

Of course, there is the Voice of America, which is a government operation, to supply words to 38 countries - not only unfriendly, but friendly or neutral. The job of Voice of America is to sell the virtues of this country overseas. The job being done by Free Europe Press and Radio Free Europe is to sell the power of America indirectly, that is by creating a belief in the greatness or the virtue of individualism versus the tyranny of a totalitarian state.

And to make the job even more clearly defined, Radio Free Europe and Free Europe Press are concentrating all their efforts on five countries which are particularly likely to respond favorably to this appeal. These countries - Poland, Czechoslovakia, Hungary, Romania and Bulgaria are countries all of which once knew freedom and which therefore can be expected to retain a fresh desire for it as long as their spirits continue to be high. And of course that is what Radio Free Europe is determined to see continue.

Final summation: Whenever you hear anyone say that what we need is action instead of words, think twice -- because today action <u>is</u> words.

Fleischmann, J. R.

SIN

March 8, 1955

Dear Mr. Fleischmann:

Very many thanks for your nice letter of January 27 and your kind comments concerning the SEE IT NOW series on the Senate Foreign Relations Committee.

My colleagues and I are delighted to hear that you enjoyed the programs. The excellent response we received made us feel that our efforts are well rewarded.

Sincerely,

Mr. Julian R. Fleischmann
Ninth Federal Savings and Loan Association
of New York City
1457 Broadway at Times Square
New York 36, New York

fe

MEMBER OF FEDERAL HOME LOAN BANK

NINTH FEDERAL SAVINGS AND LOAN ASSOCIATION

OF NEW YORK CITY

1457 Broadway at Times Square · New York 36, N.Y. Phone Wisconsin 7-9120

BRANCH: UNITED NATIONS PLAZA, 45th ST. & 1st AVE., NEW YORK 17, N. Y.

JULIAN R. FLEISCHMANN
PRESIDENT

January 27, 1955

Dear Mr. Murrow:-

Tuesday night I concluded listening to the second of your "See It Now" series on the Senate Foreign Relations Committee and my congratulations on a job well done. From my viewpoint your program far surpassed the mere furnishing the American public with entertainment and education.

As a result of your talks I am now extremely impressed with the competence of the Committee and have reached the conclusion that the foreign relations of our Country are in excellent hands.

If you were responsible for having many other Americans reach the same conclusion then there will be less hysteria and more confidence within the American public - truly a seriously needed accomplishment for which you and your associates are to be congratulated.

Keep up your good work.

Very truly yours,

Julian R. Fleischmann

JRF:go

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, New York

SIN
Herman, Albert B.

January 31, 1955

Dear Mr. Hermann:

Many thanks for giving me an opportunity of looking at some of Senator Smith's mail. I am not in the least surprised at the general tone and appreciation and commendation for it was a most useful and stimulating contribution. The reaction to the two programs has been universally favorable. Please speak my thanks to the Senator again.

Sincerely yours,

Mr. Albert B. Hermann
Administrative Assistant
Committee on Foreign Relations
United States Senate
Washington, D.C.

rh

WALTER F. GEORGE, GA., CHAIRMAN
THEODORE FRANCIS GREEN, R. I.
J. W. FULBRIGHT, ARK.
JOHN SPARKMAN, ALA.
HUBERT H. HUMPHREY, MINN.
MIKE MANSFIELD, MONT.
ALBEN W. BARKLEY, KY.
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WILLIAM LANGER, N. DAK.
WILLIAM F. KNOWLAND, CALIF.
GEORGE D. AIKEN, VT.
HOMER E. CAPEHART, IND.
WAYNE MORSE, OREG.
FRANCIS O. WILCOX, CHIEF OF STAFF

United States Senate

COMMITTEE ON FOREIGN RELATIONS

January 24, 1955

Dear Mr. Murrow:

I thought you might be interested in noting some of the responses Senator Smith has received from his participation in your excellent program, SEE IT NOW, on last Tuesday, January 18th.

The response from so many parts of the country is an indication that your program certainly must have a tremendous audience.

I would appreciate your returning the enclosed letters for our files.

Always cordially yours,

Albert B. Hermann
Administrative Assistant

Mr. Edward R. Morrow
SEE IT NOW
Columbia Broadcasting Company
485 Madison Avenue
New York, N. Y.

ABH:H

Lang, Robert E.

Radio Free Europe

110 WEST 57th STREET, NEW YORK 19, N. Y.

Division of the

Free Europe Committee, Inc.

Telephone: PLaza 7-7600

March 2nd, 1955

Dear Mr. Murrow:

Just a word of deep appreciation for your "See It Now" program on Radio Free Europe. I hope that I shall have an opportunity sometime to thank you in person for your efforts on our behalf.

Best wishes.

Sincerely yours,

Robert E. Lang,
Director

(Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, N. Y.)

March 1, 1955 - "Radio Free Europe's Balloon-pamphlet Drop"

McElroy, Neil
SIW

THE
PROCTER & GAMBLE
COMPANY

NEIL MCELROY
PRESIDENT

December 2, 1955

CINCINNATI 1, OHIO

J.

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, N. Y.

Dear Ed:

The White House Conference on Education was concluded last night. My fever is coming down hourly.

As I look back on the Conference, it seemed to me to be successful. As one of the important factors in this success, I want to give recognition to your wonderful 90-minute TV program. As you know, the program was not only seen by many of our participants when it came over the air on Sunday night, but, because many of the participants had been traveling or conferring at the time of the broadcast, your network provided a special rerun of the film at the Wednesday night get-together of the Conference group.

Comments were uniformly favorable, and they should have been. The program is a great credit to you and to your network, and the best statement regarding the importance of citizens' interest in their public schools that I ever expect to see.

Sincerely,

Neil

SFN
O'Neal, Reavis
April 27, '55

FROM THE DESK
OF
Reavis O'Neal, Jr.

1

Mr. Edward R. Murrow
Columbia Broadcasting System

Dear Ed:

That censored sequence of a B-47 landing and using its chute can currently be seen at the Paramount Theatre in "Strategic Air Command", not only in gorgeous Technicolor but also on the Vistavision screen which measures 65 by 30 feet, just in case you want to rib the censors.

Or did they cut your sequence because of "special stores" in the bomb bay?

All the best,

Reavis

Patton, James G.

OFFICE OF THE PRESIDENT

National Farmers Union 1575 SHERMAN STREET DENVER AMHERST 6-2601

SIN

December 29, 1955

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, New York

My dear Mr. Murrow:

I appreciate very much your letter of December 23.

I am glad to know from Arthur Morris that you are planning on doing a farm show on January 26. I am sure that it will do a great deal of good.

Sincerely,

JAMES G. PATTON
President

SIN
Peterson, Howard O.

KTVH

HUTCHINSON, KANSAS

TELEVISION CENTER FOR CENTRAL KANSAS CHANNEL 12

March 25, 1955

Mr. Edward R. Murrow
CBS Television
485 Madison Avenue
New York, New York

Dear Ed:

We understand that possibly you are planning to do some filming at an air force base, in England, and that the 310th Bomb Wing from the Smoky Hill Air Force Base, Salina, Kansas, is stationed for temporary duty at that base.

Naturally, this would be of extreme interest in this area, and we will appreciate receiving some advance information on it.

Best personal regards,

Pete

Howard O. Peterson
General Manager

AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

"SEE IT NOW"

PROGRAM BUSINESS

1956

Columbia Broadcasting System, Inc.

F. 502

OFFICE COMMUNICATION

To Mr. S. R. Dean cc: Mr. Murrow, Mr. Rosen

From Fred Friendly

Station

December 10, 1956

Dear Mr. Dean:

SEE IT NOW has a most difficult labor relations problem in the matter of Maurice Reitberger. He has been with SEE IT NOW virtually from the beginning as a soundman working for us in Europe andAsia and is conceivably the best soundman in the business.

For the past six months, Murrow, Friendly and our entire administrative staff have been trying to get Reitberger the peripheral benefits that CBS employees of much less importance and skill automatically get. As a matter of fact, Reitberger's son, who is an assistant cameraman for CBS in Paris and who can't begin to shine his father's shoes, already receives these benefits.

Murrow and I beseech you to reconsider his case. He has travelled more than a quarter of a million miles for us. He has risked his life for us. He is one of us. To make the position even more complicated, Ed assured him last year in Algiers that this matter would be taken care of.

We regret having to concern you with what must be a detail in the total complex picture of the CBS television network, but to Maurice currently sweating it out in the jungles of Burma, this is a big thing. Ed is going to see him in Rangoon next week, and I think Ed would like nothing better as a Christmas bonus than to be able to tell Maurice that he is in.

Respectfully,

FF:nf

SIN

CBS TELEVISION

Office Communication

to: Messrs. Murrow and Friendly

from: Paul A. Rosen

October 17, 1956

Attached to Mr. Murrow's copy of this memorandum, please find several copies of a suggested letter to Mr. W.C. Handy with respect to his appearances in the Louis Armstrong picture.

If this letter is acceptable in its form, will Mr. Murrow please sign it, mail the original and one copy to Mr. Handy, and return the other copies to me.

If there is a desire to change the form or substance of the letter, please let me know.

P. A. R.

PAR:jr
Att.

Returned
10/19

Columbia Broadcasting System, Inc. SIN F. 502

OFFICE COMMUNICATION

To

From Mr. Golden

Station Mr. Murrow

cc: Mr. Friendly

October 10, 1956

I will be grateful if you could arrange that future advertisements regarding SEE IT NOW would carry Friendly's name as well as mine. That is, of course, if you use either one.

Sweeney

Thanks.

E.R.M.

rh

CBS TELEVISION

Office Communication

to: Messrs. Murrow, Friendly cc: Mr. Van Volkenburg

from: Mr. Hylan

September 18, 1956

In accordance with Mr. Paley's memorandum concerning advertiser clearance for possible sponsorship of the remaining part of the SEE IT NOW program starring Danny Kaye, I am submitting herewith the names of the more immediate prospects.

Some of these advertisers are prospects for more than just the one SEE IT NOW but because of the peculiar problem we have with the Danny Kaye program, the list includes advertisers who are prospects for only the remaining portion of the program in question.

Maybelline	Cosmetics
Seven-Up	Soft drink
Visking Corp.	Synthetic Sausage Casings
Scripto, Inc.	Mechanical pencils
American Greetings Corp.	Greeting cards
Avco Manufacturing Corp.	
Minnesota Mining & Manufacturing	
Benrus	
Crane Company	Plumbing supplies
Armour	
Pan American	

The above are, of course, in addition to Shulton, Inc. which has already placed its order for one-half of the first three SEE IT NOW programs. Shulton, Inc. manufactures the Old Spice line of men's toiletries.

WH.

ah WILLIAM H. HYLAN

203

COLUMBIA BROADCASTING SYSTEM

Office Communication

to: MR. MURROW cc: Dr. Stanton, Mr. Van Volkenburg
Mr. Hylan, Mr. Cowan

from: Mr. Paley

September 14, 1956

In reference to your memorandum of September 14, I did not realize that we had not received permission from Mr. Kaye for Shulton to be a sponsor of the SEE IT NOW program which you are doing with him. I can see the necessity for Shulton to be allowed to announce its presentation and to merchandise it at the earliest possible moment and, therefore, I wonder why we cannot go to Kaye now in order to get his approval on Shulton as well as Pan American or other clients who might be interested in this sponsorship. Certainly I can imagine no reason why Kaye would be opposed to Shulton as a sponsor.

As to the honorarium, I am not too clear on the details of the contract we made with Kaye, but it is my impression that we agreed to turn over to UNICEF any profits which we made on the use of the material using his services. If my recollection is correct, UNICEF would be entitled to all sums which we collect from sponsors on this particular program in excess of our costs; further, that if we did not cover our costs on the initial showing, we might recoup such loss through later use of the material as well as a profit which in turn would be given to UNICEF.

I am sending a copy of your memorandum and of this one to Mr. Van Volkenburg and Mr. Hylan with the request that they get in touch with you so that they can give you a list of sponsors which might be submitted immediately to Mr. Kaye for his approval.

COLUMBIA BROADCASTING SYSTEM

Office Communication

to: MR. VAN VOLKENBURG cc: Dr. Stanton, Messrs. Murrow, [illegible], [illegible], Mickelson, Hylan, Gamarle, Cowan

Mr. Paley

from:

September 6, 1956

Again referring to Mr. Murrow's memorandum to me dated September 1 about the postponement of SEE IT NOW's second show, "The New Navy", I had a meeting this morning with Dr. Stanton, Mr. Gamarle and Mr. Cowan. It was decided that it would be ill-advised to schedule "The New Navy" for November 11 because on that date we have already placed the Air Force show, which will be of an hour's duration, starting at 6:00 PM.

It was therefore agreed that "The New Navy" would be scheduled for the following week, November 18, in conformance with Mr. Murrow's suggestion that "The New Navy" be postponed for either one or two weeks. After "The New Navy" program, SEE IT NOW will go back to its previously set schedule of the first Sunday in each month. Accordingly, the third SEE IT NOW program, the Danny Kaye show, will be broadcast on December 2 as originally planned.

CBS TELEVISION

Office Communication

to: Mr. Paley

from: Mr. Harvey

cc: Messrs. Van Volkenburg, Ryan, Michelson, Friendly

September 2, 1956

You requested a "status report" on SEE IT NOW.

The first program scheduled for October 7th is under the working title, "Week of Decn." It will deal with the background of the current crisis, include exclusive interviews with President Nasser, Prime Minister Eden, Secretary of State Dulles, the President of the Suez Canal Company, Canal pilots and technicians. We will make an effort to illustrate not only how the crisis arose, but its consequences and the changes that have occurred in the method of handling this type of dispute in the course of the last twenty-five years.

2. "The Secret Life of Danny Kaye"

The shooting has been completed. We have cut the film down to about three hours. I understand this one is tentatively scheduled for December 2nd.

3. "The New Navy"

Shooting on this is practically completed. The Navy has agreed to release some unpublished footage. We have great hopes for this one.

4. "Automation"

About one-third of the shooting is finished, including some footage on strikes caused by automation in England.

5. "A Nation Changes"

We have selected Reno, and the crew starts shooting there this week.

6. "The Outer Ramparts"

The static radar warning system. The "Sage" computer. We have done enough research and shooting so that this one can be regarded as definite.

7. "Main Street, U.S.S.R."

You are familiar with the negotiations in connection with this one. I have, as instructed, queried the State Department regarding the feasibility of reciprocity and will advise you when a reply is received.

8. "A Cousin Comes Calling"

This was the proposal that Rebecca West do a reporting job on this country

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specifically the South. We have stood this one down for the time being.

9. "Old Folks At Home"

A study of our aging population, employment, housing, recreation, etc. We are convinced there is a good piece here, but haven't researched or shot enough to be willing to label it as definite.

10. "Who Owes What?"

A proposed study of debt. We are now inclined to think that this one is just too big and at the same time too delicate to handle, although we are still researching it.

11. "The Not-So-Secret Weapon"

A study of Russian propaganda, particularly film and radio. We have seen enough footage to be convinced there is a show here, but a definite decision on doing it ought to be postponed until we see what changes, if any, occur in the relations between this country and the U.S.S.R.

12. "Neighbors to the South"

We are convinced there are two one-hour pieces to be done on Latin America, but have not yet come up with the proper formula or personnel, and have not established a shooting schedule.

Regarding the November 4th program which we discussed yesterday, I would like to make this comment. The report on "The New Navy" will be ready by then, and I think it would be good; however, I feel strongly that we would appear ridiculous to schedule such a program at a time when the nation's attention is centered on politics. Perhaps you would care to consider scheduling it a week or two later, even though it would be breaking the pattern of the first Sunday in each month.

The "Saga of Satchmo" is practically completed, no release date has been set, it runs slightly under an hour. We should be able to screen the final version for you if you care to see it shortly after my return from Cairo, which should be not later than September 10th.

E.R.M.

rh
(Dictated, but not signed by Mr. Murrow)

COLUMBIA BROADCASTING SYSTEM

Office Communication

to: MR. MURROW cc: Dr. Stanton, Mr. Van Volkenburg, Mr. Mickelson

from: Mr. Paley May 11, 1956

This is the first opportunity I have had to read your memorandum of May 3 addressed to Mr. Hylan. In it you give a brief sketch of contemplated SEE IT NOW programs for the 1956-57 season. It is my first reaction that all of the topics would make very good television fare with the exception of: No. 7,"A Cousin Comes Calling"; No. 9, "Who Owes What?"; No. 10, "The Not-So-Secret Weapon". I have certain misgivings about these which I would like to discuss with you. I also have a small question about No. 3, "Automation".

As you know, I am particularly enthusiastic about additional shows of the nature of the one on Africa. I notice in your list that you have under No. 11, "Neighbors to the South", and this one, it seems to me, could almost be broken up into two shows because of the vast amount of territory that has to be covered.

You have another one, "A Nation Chooses", which is down this line since in this one you plan to cover a place such as Burma or Afghanistan. Some of the other places coming to my mind in which I am sure the American public would have a deep interest are: Japan -- this should be particularly interesting; Formosa; Dutch East Indies; and Indo-China.

5-13-21

CBS TELEVISION

Office Communication

to: Mr. Hylan

cc: Messrs. Paley, Nickelson, Friendly

from: Mr. Murrow

May 3, 1956

Mr. Paley asked me to give you a brief sketch of contemplated SEE IT NOW programs for the '56-'57 season. All titles are working titles. The order of listing is not necessarily that in which the shows will be presented. It is, of course, impossible to tell, so far in advance, what events may demand coverage; but here is our thinking at the moment.

1. "The Secret Life of Danny Kaye"

This will be Mr. Kaye's first major television appearance. We have camera crews with him in Italy, Yugoslavia, Turkey, Israel, Spain, and the West coast of Africa. He is traveling and entertaining on behalf of UNICEF. His material ranges all the way from a full dress performance by Kaye in Ankara with Turkish children, an interview with Tito, crippled Italian children teaching Kaye to play soccer, a typical Kaye performance near the Sea of Galilee, etc. It is our opinion, on the basis of the footage so far received, that this will be a program, or perhaps two, that may really be called unprecedented. It has humor, pathos, and information.

2. "The New Navy"

Naval experts are quietly agreed that the advent of atomic power and nuclear weapons have combined to produce a greater change in naval thinking and strategy than was occasioned by the introduction of steam or armor. This report will be a definitive and exciting examination of these changes under the guidance of Admiral Arleigh Burke, Chief of Naval Operations; one of the most forceful and eloquent spokesmen the Navy has ever had. This will include entirely new footage on the atomic powered submarine, NAUTILUS, underwater test-runs of the experimental submarine, ALBACORE, which travels as fast submerged as a destroyer on the surface. We will show the Navy's new guided missile launching ships, the carrier, FORRESTAL in action, and the Navy has indicated it will de-classify certain weapons and installations which have hitherto been restricted.

1/3

3. "Automation"

An examination in layman's language, not only of the physical and economic implications but also the sociological problems that will be raised. Research on this project is well advanced. The pictorial possibilities are almost literally unlimited, and we have been assured of the cooperation not only of scientists but of the leaders of industry and labor as well.

4. "A Nation Chooses"

A detailed study of an uncommitted nation in the process of making up its mind whether to move into the Russian or Western orbit. What is being done by the Russians in the way of technical aid, cultural relations, and propaganda; and what the United States is doing. At present we plan to concentrate this report on either Burma or Afghanistan. Both countries are colorful, somewhat mysterious, and their decision will be of vital importance to this country.

5. "The Outer Ramparts"

This report will deal with the whole warning radar system -- the new and truly fabulous IBM electronic computer which literally does everything except select the weapons and bury the bodies. This will include everything from the distant area warning system in the Antarctic to ships at sea, artificial island -- the tracking and interception of unidentified aircraft approaching over the northern route. This system has never before been filmed. We are assured full cooperation, both of the Airforce and IBM.

6. "Main Street, USSR"

We have pending with the Russian government, an application to do in depth and detail a Russian city with a population between one- and two-hundred thousand. If permission is granted, we shall do a "Middletown" treatment. Everything from a meeting of the local Soviet -- the training of scientists, sports, education, indoctrination -- what is being taught about the United States in the local schools, fashions, publications; in short, the whole works.

7. "A Cousin Comes Calling"

Miss Rebecca West, the famous English novelist and reporter -- probably the best reporter working in English today -- will visit a state of her own choosing; probably either Georgia or Texas, and our cameras will go with her. This report will

naturally deal in part with the subject of segregation, but not exclusively. Miss West is not only a great reporter, but a first-class television performer with unusual tact and instinctive good taste. Americans are always interested in what foreigners think of them, and what they find interesting in this country.

8. "Old Folks at Home"

Our population is aging at an unprecedented but predictable rate. What is happening to the old folks in terms of employment, discrimination, housing, politics, recreation, travel. In short, what is the present and probable future effect of the fact that people are living ten to fifteen years longer than they used to.

9. "Who Owes What?"

The figures clearly indicate that the American public is losing its traditional fear of debt. This will not be an examination of the National Debt except as it impinges on the individual in terms of automobiles, washing machines, "do it yourself" equipment, etc. A new skyscraper, a new bridge, a new television set all represent debt to some degree. What would happen if everybody suddenly began to save? Is there anything like an agreed estimate as to how far in debt we can go and still stay healthy?

10. "The Not-So-Secret Weapon"

From various sources -- most of them confidential -- we have gained access to quantities of Russian film; some of it is documentary in nature, some of it dramatic studio productions, all of it aimed at discrediting and discomfiting the United States. It has never been seen in this country, and the impact on the average American would be considerable, particularly when audience reaction in such capitals as Buenos Aires and Stockholm are shown. The Russians are whipping us in this type of endeavor. We may as well recognize it, demonstrate it, and ask whether there isn't something more we can do to compete.

11. "Neighbors to the South"

Who are these people who live in South America -- who are seldom heard about in press or radio unless they have a revolution. What kind of entertainment do they like?

What do they think of us? What are our interests in the area, and what would we see and hear if we went there?

We also have under consideration a report on traffic in this country, a study of the teaching and training of scientists and engineers, and a "Get Out to Vote" program for sometime around election eve.

The foregoing suggestions are not intended as scheduled commitments, but rather as an indication of where we hope to go. If the series is to succeed, we shall have to continue to be responsive in some degree to the shifting interests of public opinion.

If the partnership of Murrow and Friendly can be of any assistance in interesting potential sponsors in this series, we are yours to command.

E.R.M.

rh

COLUMBIA BROADCASTING SYSTEM

Office Communication

to: Mr. Edward R. Murrow

from: Ted Koop

May 7, 1956

Confirming my telephone call, Mr. Zinchuk of the Soviet Embassy called to say, "In reply to Mr. Murrow's letter, our government is willing to cooperate in making a film of a Soviet town, providing that the development of the film and the final editing are done in Moscow with the cooperation of the Soviet Ministry of Culture."

JOK

EDWARD R. MURROW

September 1, 1956

Dear Mr. Kennamy:

Some days ago my colleague, Fred Friendly, had a conversation with Mr. Vladimir Surin, Deputy Minister of Culture, U.S.S.R.

We have had an application before the Russian authorities for some months requesting permission for SEE IT NOW to undertake a television report on one Soviet community, preferably a medium size town and the area immediately surrounding it. This would not be an effort to depict the entire Soviet, but rather a "Middle Town" treatment in depth illustrating not only the political and economic structure of the community but also family life, cultural activities, sports, entertainment, etc.

During Mr. Friendly's conversation with Mr. Surin, the Deputy Minister was disposed to give favorable consideration to this project, but he also raised the question as to whether SEE IT NOW would be prepared to arrange similar facilities for a Russian filmed report on an American community.

Before reaching any final decision on these two proposals, we thought it wise to solicit the opinion of the State Department as to the advisability of undertaking this type of reciprocal reporting, specifically whether the Department would be prepared to grant visas to Russian reporters to undertake a camera study of a single American community.

We should be grateful for an expression of your views on this matter. I am leaving for Cairo for ten days, but will be glad to come to Washington to discuss the matter with you in detail upon my return.

Sincerely yours,

Mr. John D. Kennamy
Office of European Affairs, U.S.S.R.
Department of State
Washington, D.C.

gh
cc: Messrs. Paley, Stanton, Nicholson

Dictated but not signed by Mr. Murrow

EDWARD R. MURROW

September 1, 1956

Dear Mr. Hennessy:

Some days ago my colleague, Fred Friendly, had a conversation with Mr. Vladimir Surin, Deputy Minister of Culture, U.S.S.R.

We have had an application before the Russian authorities for some months requesting permission for SEE IT NOW to undertake a television report on one Soviet community, preferably a medium size town and the area immediately surrounding it. This would not be an effort to depict the entire Soviet, but rather a "Middle Town" treatment in depth illustrating not only the political and economic structure of the community but also family life, cultural activities, sports, entertainment, etc.

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Sincerely yours,

Mr. John D. Hennessy
Office of European Affairs, U.S.S.R.
Department of State
Washington, D.C.

gh
cc: Messrs. Paley, Stanton, Nicholson

Dictated but not signed by Mr. Murrow

TO Mr. Murrow

FROM Reba Holder

FYI -- This letter was delivered to Mr. Surin on Sunday, August 26th.

August 25, 1956

Dear Mr. Surin:

It was very good to talk with you and your colleagues this morning and heartening to hear that we are reaching the stage where a cultural exchange in the field of television information is reaching the stage of fulfillment.

For a long time it has been the hope of Edward R. Murrow and myself to make a television report from the Soviet Union. It has been our plan that rather than trying to report on the big picture and the entire Soviet Union, we would narrow the focus to one community -- preferably a medium sized town and do a complete and factual report on that community. Mr. Murrow has written a letter of general description of this to Ambassador Zarubin (a copy of which is herein transmitted).

As discussed this morning it may be within the realm of possibility to implement this plan by having a Soviet reporter of the professional skill and stature of Mr. Murrow make a similar report from a similar kind of community in the United States. Within a week, Mr. Murrow will communicate with you regarding what kind of logistical and technical assistance we may be able to provide. Should you definitely decide to pursue such a plan, please be assured of our keen interest in the project and that Mr. Murrow and I are prepared to discuss it whenever and wherever you may desire it.

Respectfully,

Fred W. Friendly

Mr. Vladimer Surin
Deputy Minister of Culture
U.S.S.R.
Essex House
New York, New York

rh

EDWARD R. MURROW
485 Madison Avenue
New York, New York

C
O
P
Y

January 20, 1956

My dear Mr. Ambassador:

The CBS Television program, "See It Now" desires to undertake a program of one or one and a half hours on the Soviet Union. It is our feeling that one of the most effective ways we can present the Soviet Union to the American television audience is by depicting the life of a typical Soviet town.

It would be our purpose to confine the entire program to the town selected and the surrounding countryside. Our feeling is that a medium sized town with a population of ten to fifty-thousand, containing both agriculture and light industry, would be the most suitable, but we would welcome suggestions.

We would hope to portray this Soviet town in depth and in detail - how people earn their living, the educational system, community organization, culture, sports, and everything else that goes into the life of a town. We should like, among other things, to show the local Palace of Culture, a local Communist Party meeting, a Komsomol meeting, and the local newspaper office. It is difficult at this distance to outline what other aspects of the town's life we would like to portray, but briefly, our purpose is to try to transport the American audience through the medium of film, to a Soviet town and show Americans what they would see and hear if they visited such a town themselves.

It should be emphasized that this is not meant to be a roving expedition throughout the U.S.S.R., but rather an attempt to focus on one typical community. It would be necessary to reside in that town for a period of approximately three weeks. Visas and facilities would be required for five persons - myself, Mr. Fred W. Friendly, the Producer of "See It Now", and a camera team consisting of three persons. This is in addition to Daniel Schorr, the permanent correspondent of CBS News in Moscow, whose assistance would also be needed.

We should like to make the film during the next six months. It would be edited and produced in this country and presented over the facilities of the Columbia Television Network.

May we hear from you at your earliest convenience as to whether such a project is feasible. For additional information you may address me or Mr. Friendly at this office, or if you desire a contact in Moscow, we suggest getting in touch with Mr. Schorr, who will be back at his post early in February.

Respectfully yours, (E. R. Murrow)

May 17, 1956

My dear Mr. Ambassador:

Pursuant to our conversation of last Saturday, I am sending you a copy of my letter addressed to you under date of January 20, 1956 which I believe explains the nature and scope of the project.

Should you think it useful for me to go to Moscow to discuss details of this project with representatives of the Ministry of Culture, I could probably do so sometime during the month of July.

Sincerely yours,

His Excellency Georgi N. Zarubin
The Ambassador of the U.S.S.R.
The Soviet Embassy
Washington, D.C.

rh

January 20, 1956

My dear Mr. Ambassador:

The CBS Television program "See It Now" desires to undertake a program of one or one and a half hours on the Soviet Union. It is our feeling that one of the most effective ways we can present the Soviet Union to the American television audience is by depicting the life of a typical Soviet town.

It would be our purpose to confine the entire program to the town selected and the surrounding countryside. Our feeling is that a medium sized town with a population of ten to fifty thousand, containing both agriculture and light industry, would be the most suitable, but we would welcome suggestions.

We would hope to portray this Soviet town in depth and in detail - how people earn their living, the educational system, community organization, culture, sports, and everything else that goes into the life of a town. We should like, among other things, to show the local Palace of Culture, a local Communist Party meeting, a Komsomol meeting, and the local newspaper office. It is difficult at this distance to outline what other aspects of the town's life we would like to portray, but briefly, our purpose is to try to transport the American audience through the medium of film, to a Soviet town and show Americans what they would see and hear if they visited such a town themselves.

It should be emphasized that this is not meant to be a roving expedition throughout the U.S.S.R., but rather an attempt to focus on one typical community. It would be necessary to reside in that town for a period of approximately three weeks. Visas and facilities would be required for four persons - myself, Mr. Fred W. Friendly, the Producer of "See It Now", and a camera team consisting of two persons. This is in addition to Daniel Schorr, the permanent correspondent of CBS News in Moscow, whose assistance would also be needed.

five

period next 6 months

We should like prefer to make the film either during the month of July or September. It would be edited and produced in this country and presented over the facilities of the Columbia Television Network.

May we hear from your at your earliest convenience as to whether such a project is feasible. For additional information you may address me or Mr. Friendly at this office, or if you desire a contact in Moscow, we suggest getting in touch with Mr. Scherr, who will be back at his post early in February.

Respectfully yours,

His Excellency Georgi N. Zarubin
The Ambassador of the U.S.S.R.
The Soviet Embassy,
Washington, D. C.

CBS TELEVISION

Office Communication

to: Mr. Friendly

from: Mr. Murrow

January 19, 1956

ROUGH DRAFT OF LETTER TO RUSSIAN AMBASSADOR

I am sure you and Dan can improve it.

My dear Mr. Ambassador:

SEE IT NOW desires to undertake an hour or an hour-and-a-half filmed program on a Russian town or city. We would suggest one with a population between ten and fifty thousand. We would hope that it might include both agriculture and light industry.

It would be our purpose to confine the entire program to the town or city selected and the surrounding countryside. We would hope to portray this Russian city in depth and detail -- the local newspaper editor, the educational system, sports, Palace of Culture, a meeting of the local comosol, nursery schools, community entertainment. In short, our purpose would be to try to transport our audience to a medium size Russian town and show them what they would see and hear if they were granted full facilities for a visit of several weeks to that town.

We would require visas and facilities for four people; Murrow, Friendly, and a camera team consisting of two men.

It should be emphasized that this is not a roving expedition throughout the

U.S.S.R., but rather an attempt to portray a Russian town or city, the people who live, work, and play in that city and the surrounding countryside. We would require to reside in that town for a period of approximately three weeks. The film would be edited and produced in this country and presented either sponsored or un-sponsored over the facilities of the Columbia Television Network. As to time, we would prefer to make the film either during the month of July or September.

Respectfully yours,

_____

SIN

CBS TELEVISION

A Division of Columbia Broadcasting System, Inc.

485 MADISON AVENUE, NEW YORK 22, N.Y. • PLAZA 1-2345

7

June 4, 1956

Dear Joe:

I am returning to you herewith an original and three copies of the agreement with Louis Armstrong. I have had this amended so that it conforms with my letter to you of March 8, 1956.

I am also enclosing a check payable to you, as agent for Mr. Armstrong, in the amount of $10,000, covering the additional services rendered in 1956.

It is my hope, Joe, that we can now get these contracts signed by all concerned, since I think that signature has been long delayed. Mr. Murrow has told me that he advised you of our pending arrangement with United Artists, covering distribution of the picture and, whenever you are ready, I'd be delighted to give you the secondary details. I hope, too, that you will be able to find time in the near future to come over and see the footage.

With kindest regards.

Sincerely,

Paul A. Rosen

Mr. Joe Glaser
Associated Booking Corp.
745 Fifth Avenue
New York, New York

PAR:gm
Encls.

BY HAND

bc: Messrs. Murrow, Friendly

SIN

CBS TELEVISION

Office Communication

to: Mr. Paul A. Rosen

from: Eugene H. Aleinikoff

cc: Messrs. Woodard, Evans, Coleman
Robins, Murrow, Friendly, Seward

May 18, 1956

Re: Letter to Century Magazine -
THE VICE-PRESIDENCY

Enclosed please find an original and four copies of the above letter prepared in accordance with your memorandum to Mr. Evans dated April 20, 1956.

E. H. A.

EHA/das
enc.

SJN

CBS TELEVISION

Office Communication

to: Mr. Rosen

from: Mr. Woodard

cc: Messrs. Coleman, Hottelet, Peterson, Robins

Information cc: Messrs. Murrow, Friendly

May 9, 1956

Pursuant to your memorandum dated February 29, 1956, herewith original and four copies of proposed letter to CBS television from the Reuter Foundation and Mr. Wolfgang Kiepenhauer re license to use film footage on the late Mayor Ernst Reuter.

C.C.W.

CCW:bm
Enc.

365

CBS TELEVISION

A Division of Columbia Broadcasting System, Inc.

485 MADISON AVENUE, NEW YORK 22, N.Y. • PLAZA 1-2345

April 20, 1956

Dear Max:

To confirm, we are agreeable to and would like to proceed with the Louis Armstrong picture in the manner reflected in your letter of April 10, 1956 and our subsequent meetings and discussions.

Our earlier conversations covered, but your letter did not, the fact that United Artists would first re-coup their $50,000 investment in this picture; we are in accord on this point provided CBS Television is given equal opportunity to become whole on its investment after United Artists' recoupment. The division of profits on the ratio basis and your standard distribution rates, world-wide, should obtain as specified.

If we are now in accord with respect to both picture-format and business matters, would you kindly advise us so that we may proceed in all areas.

Kindest regards.

Cordially,

Paul A. Keen

Mr. Max Youngstein
United Artists Corp.
729 Seventh Avenue
New York, New York

PAK:gm

bcc: Messrs. Murrow, Friendly, Seward, Coleman

BY HAND

CBS TELEVISION

Office Communication

to: Mr. Evans

from: Mr. Kazan

cc: Messrs. Harrison, Colonna, Robins, Woodard
Information copies: Messrs. Murrow, Friendly, Sarnoff

April 30, 1956

Please prepare a letter to Century Magazine, 353 Fifth Avenue, New York, New York, granting them permission to print, in their January, 1956 edition, the text of THE VOICE-CONSCIENCE, as it was originally broadcast over our facilities. They will:

1. Give Messrs. Murrow and Friendly, and CBS TELEVISION, appropriate credit.

2. Supply us with twelve free copies.

3. Submit their layouts, dummies, and text to us prior to publication, for approval.

4. Properly protect us, with respect to our copyright.

They may use Mr. Murrow's picture, and any graphic material we have from the presentation, provided they pay all costs in connection with securing the graphic material.

We give them no warranties or indemnities in connection with text or graphics supplied them, but they indemnify us with respect to their use, and any corollary material they elect to use.

This is a one-time publication right only.

E. A. K.

EAK:gm

CBS TELEVISION

Office Communication

to: Mr. Paley cc: Mr. Friendly

from: Mr. Murrow

April 17, 1956

PROPOSED SUBJECTS FOR NEXT YEAR'S SEE IT NOW

1. "The Secret Life of Danny Kaye"

An hour or hour and a half program; the general outline of which you know about.

2. "The New Navy"

Atom power for vessels and nuclear weapons have produced a greater change in naval thinking and strategy than was occasioned by the introduction of steam or armor. Admiral Arleigh Burke, Chief of Naval Operations, has promised us full cooperation on this.

3. Automation

A study not only of the physical and economic implications but also sociological problems that will be raised. (We have already done a considerable amount of research on this subject.)

4. Segregation

A study in depth of two southern cities; one where solution is being approached, one where no progress is being made; plus an examination of segregation in the north. This will be difficult to do, but based on previous experience I think it can be done without arousing unreasonable controversy.

5. Education — with emphasis on training of scientists and engineers.

6. "A Nation Chooses"

A detailed study of an uncommitted nation in the process of making up its mind as to whether its policy and allegiance shall go to U.S., USSR, or

remain neutral. Burma or Afghanistan would serve the purpose.

7. "The Outer Ramparts"—

The whole air warning radar system, the new and fabulous IBM electronic gadget which literally does everything except select the weapons and bury the bodies.

8. "Main Street, USSR"

We have an application pending with the Soviet Government to do in depth and detail a Russian city with a population between one and two hundred thousand.

9. "Traffic, USA"

Some research has been done on this; enough, at least, to convince us that we can do it.

10. "Old Folks at Home"

Examination of our rapidly aging population, employment discrimination, housing, the whole impact of an existing generation older than this country has ever known before.

E.R.M.

rh

CBS RADIO

Office Communication

to: Mr. Murrow

from: Mr. Seward

March 6, 1956

Art Hayes telephoned Mr. Paley today to tell him that we were a few days overdue in notifying the American Oil Company as to the availability of your radio program beyond June 30 and that inasmuch as you could not reach an intelligent decision regarding the radio series until next year's plans for SEE IT NOW are resolved he hoped that there could be an early meeting between you. Mr. Paley told Art he agreed that there should be such an early meeting and that he would appreciate your calling him to set a mutually convenient time for it.

Jim

J.M.S.

693

SIN

COLUMBIA BROADCASTING SYSTEM

Office Communication

to: Mr. Fred Friendly

from: John F. Day

cc: Messrs. Michelson
Murrow
Smith
Hendrick

1

February 16, 1956

I am expecting SEE IT NOW to release Alex Hendrick March 1 so that he can return to his post in London. Burdett will be leaving for Rome at that time and, as you know, Howard Smith currently is ill and may or may not be able to work in London during the coming weeks. Thus I feel it is essential that Alex be back in London the first week in March.

JD

jfd/jp

CBS TELEVISION

Office Communication

to: Mr. Friendly

from: Mr. Murrow

January 19, 1956

ROUGH DRAFT OF LETTER TO RUSSIAN AMBASSADOR

I am sure you and Dan can improve it.

My dear Mr. Ambassador:

SEE IT NOW desires to undertake an hour or an hour-and-a-half filmed program on a Russian town or city. We would suggest one with a population between ten and fifty thousand. We would hope that it might include both agriculture and light industry.

It would be our purpose to confine the entire program to the town or city selected and the surrounding countryside. We would hope to portray this Russian city in depth and detail -- the local newspaper editor, the educational system, sports, Palace of Culture, a meeting of the local comsomol, nursery schools, community entertainment. In short, our purpose would be to try to transport our audience to a medium size Russian town and show them what they would see and hear if they were granted full facilities for a visit of several weeks to that town.

We would require visas and facilities for four people; Murrow, Friendly, and a camera team consisting of two men.

It should be emphasized that this is not a roving expedition throughout the

U.S.S.R., but rather an attempt to portray a Russian town or city, the people who live, work, and play in that city and the surrounding countryside. We would require to reside in that town for a period of approximately three weeks. The film would be edited and produced in this country and presented either sponsored or un-sponsored over the facilities of the Columbia Television Network. As to time, we would prefer to make the film either during the month of July or September.

Respectfully yours,

_____

CBS TELEVISION

Office Communication

to: Mr. Friendly

from: Mr. Murrow

January 11, 1956

I think maybe DeChant has come up with something which might make part, if not all, of a piece. If the film he has stands up I can see an hour show that would rock people back on their heels. Maybe while we are away Palmer or someone else could go down to Washington and screen the footage. He tells me he has gotten hold of some from CIA and some from other sources which have never been released.

E.R.M.

365

SIN
Bratter, Wm. J

LAW OFFICES
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JAMES MARSHALL
COUNSEL

CABLE RETTARB, NEW YORK

January 17, 1956

Mr. Edward R. Murrow
Mr. Fred Friendly
CBS Television
485 Madison Avenue
New York, N. Y.

Dear Ed and Fred:

I really received an unexpected thrill when I came home last Sunday and discovered the autographed volume of "SEE IT NOW," which Jim Seward had left at our home. I appreciate very much your thoughtfulness.

I started reading it last night, and the more I became involved in it the more I realized what a tremendous contribution you both made to the general welfare of the public, and I still find it difficult to believe that when Alcoa dropped the show it wasn't immediately picked up by another sponsor.

With best wishes to you for a prosperous and happy New Year (and with the hope of weekly instead of monthly broadcasts of "SEE IT NOW"), I remain

Cordially yours,

Bill

WILLIAM J. BRATTER

WJB:deb

School Bell Award
Awards

SIM

COPY

December 26, 1956

Mr. Fred W. Friendly
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Fred:

The sponsors of the School Bell Awards have directed me to ship to you, under separate cover, the medallion commemorating the award presented to SEE IT NOW and the Columbia Broadcasting System for the television production "Ballots at Bear Creek--An Educational Western."

Designed to accompany the citation presented to your representative, Mr. Luke L. Roberts of Portland, Oregon at the 94th annual meeting of the National Education Association this summer, this bronze medallion represents the sponsors' appreciation for the distinguished service rendered by you, Mr. Murrow, and your staff in the interpretation of education as shown in this television documentary.

Sponsors of the School Bell Awards, representing some 12 million parents and educators, included:

National Education Association of the United States
National Congress of Parents and Teachers
United States Office of Education
National Citizens Council for Better Schools
Council of Chief State School Officers
National School Boards Association
National Association of Secretaries of State Teachers Associations

In developing the School Bell Awards into an annual widely-publicized occasion for honoring communications media which have rendered distinguished service to education, the sponsors hope to raise the caliber and variety of educational reporting and interpretation to levels demonstrated by CBS and other award-winning media recognized in 1955-56.

Sincerely yours,

Roy K. Wilson

Roy K. Wilson
Executive Secretary

RKW:ef

Encl. (und.sep.cov.)

SIN
Calkins, Kenneth

March 7, 1956

Dear Ken:

Thanks for sending me a copy of your letter to Secretary Benson. I am not sure that the two programs that followed my own contributed very much to clarify the farm issue to the general public, but at least we stirred things up a bit.

As ever yours,

Mr. Kenneth Calkins
Chairman
District Soil Commissioners
P.O. Box 109
Corning, Iowa

rh

Adams County Soil Conservation District

P. O. Box 109 Corning, Iowa Phone 16

February 27, 1956
Corning, Iowa

Ezra T. Benson
Secretary of Agriculture
Washington D.C.

I saw your TV show February 23. Your reference as to script; I wish to inform you there was no script used on the Ed Murrow show. It was a strictly spontaneous affair.

Kenneth Calkins
Corning, Iowa
Chairman District Soil Commissioners

Kenneth Calkins

Ed, I just had to let Benson know I heard him.

SIN

The DENVER CONVENTION and VISITORS BUREAU

225 WEST COLFAX AVENUE, DENVER 2, COLORADO AComa 2-0671

Clarence N. Hockom, Mgr.
Edwin F. Sloan, Asst. Mgr.

Denver Convention and Visitors Bureau

April 4, 1956

No Ans.

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BRITTON R. SMITH
Denver Restaurant Assn.
RUSSELL GREENE
Disabled American Veterans
JOHN P. JAMES
Englewood Chamber of Commerce
DONALD CARNEY
Lakewood Chamber of Commerce
R. K. SCHUMANN
Manufacturers Assn. of Colorado
D. MARSHALL HARRIS
Presidents Round Table
RICHARD SHAY
Retail Merchants Assn.
MYRON D. NEUSTETER
South Denver Civic Assn.
EMMET CAWOOD
South Santa Fe Businessmen's Assn.
ANTHONY SORICH
Veterans of Foreign Wars
SALEM L. BUXTON
Denver Post
E. PALMER HOYT
Rocky Mountain News
JACK FOSTER
Cervi's Rocky Mountain Journal
GENE CERVI
The Monitor
JIM ADAMS

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York 22, New York

Dear Mr. Murrow:

We have been informed by the Colorado State Soil Conservation Board that you might find time in your busy schedule to do a telecast on small watershed projects for the reduction of flood damage and for watershed improvement.

The inclusion in your program of the proposed Cherry Creek Soil Conservation District, outlined to you by Mr. Clarence Svedman, President of the Colorado State Conservation Board, in his letter of April 2, would be of great value to Denver and Colorado.

We are convinced that your audience throughout the nation relies on your commentaries, because of your accurate and comprehensive reporting on matters affecting the welfare of the people.

Best wishes and good luck.

Cordially,

Clarence N. Hockom

Clarence Hockom
Manager

Member of International Association of Convention Bureaus and
National Association of Travel Officials

The Central Bank & Trust Company

ESTABLISHED 1892

Denver, Colorado

April 9, 1956

MAX G. BROOKS
VICE PRESIDENT

TELEPHONE:
AComa 2-0771

No Ans.

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York 22, N. Y.

Dear Mr. Murrow:

It has come to my attention, through the Denver Convention and Visitors Bureau, that you are considering doing a telecast on the planning, operations, construction and completion of small watershed projects sponsored by soil conservation districts and others for the reduction of flood damage and for watershed improvement.

Denver and Colorado would benefit immeasurably if you find it feasible to include the proposed Cherry Creek Soil Conservation District in your program. I believe the details of the project were outlined to you by Mr. Clarence Svedman, President of the Colorado State Soil Conservation Board, in his letter of April 2nd.

I am certain your commentary on the need for the Colorado proposal would be influential in obtaining final approval for this vital project.

Best wishes for the continuance of your good health and success.

Very sincerely,

Max G. Brooks

Max G. Brooks

MGB/lfm

BYRON G. ROGERS
1ST DISTRICT, COLORADO
DENVER

MEMBER OF
COMMITTEE ON THE
JUDICIARY

WASHINGTON OFFICE:
343 OLD HOUSE OFFICE BLDG.

Congress of the United States
House of Representatives
Washington, D. C.

April 9, 1956

No Ques

Mr. Edward R. Murrow
Columbia Broadcasting Company
New York City

My dear Mr. Murrow:

It has been represented to me there is a possibility you will consider a telecast in the Cherry Creek Watershed south of Denver, Colorado.

It is my belief such a broadcast would create a great deal of interest in the development of small watersheds so vital to the soil conservation of our Nation.

May I urge you to give serious thought to such a broadcast.

Sincerely,

Byron G. Rogers

Byron G. Rogers, M. C.

BGR:MRC

Office of the Mayor

City and County of Denver

CITY AND COUNTY BUILDING · DENVER 2, COLORADO

April 5, 1956

No Ans.

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Ave.
New York 22, New York

Dear Mr. Murrow:

It is my understanding that you are to produce a telecast involving the Soil Conservation Service of the United States Department of Agriculture.

We would like to join with others in this state who have urged you to consider the possibility of including the Cherry Creek Soil Conservation District in this program. We regard this district as one of the outstanding examples of cooperation between private land owners and the federal government with great benefit for the people in this area and indirect benefits for all of the people of our country.

I am a regular viewer of your programs and feel that you are contributing a great deal toward giving the people an opportunity to know about things that are important to them.

Sincerely,

W.F. Nicholson
Mayor

WFN:dd

State of Colorado

EXECUTIVE CHAMBERS

DENVER

EDWIN C. JOHNSON
GOVERNOR

April 5, 1956

No Ques.

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York 22, New York

Dear Mr. Murrow:

I should like to add my invitation to the others you are receiving to come to Colorado to do a telecast on Small Watershed Projects. I believe the project proposed by the Cherry Creek Soil Conservation District would be an ideal one for your purpose.

All of us here in Colorado greatly enjoyed your recent telecast from our State, and your weekly program is one of my favorites. You really do a wonderful and effective job.

With all good wishes, I am

Sincerely,

Ed C. Johnson

ECJ:mu
cc-Mr. Kenneth Chalmers, Sec.
Colorado Conservation Board
3130 Zuni Street, Denver 11.

SIN

Hammerstein, Oscar

May 1, 1956

Dear Oscar:

I don't know whether you can deal with the "fall-out" or not; certainly there is no chance of our trying it before next fall. We will do some digging and let you know.

Our thanks to you and Mrs. Lemann.

As ever yours,

Mr. Oscar Hammerstein
488 Madison Avenue
New York 22, New York

rh
cc: Mr. Friendly
plus correspondence

<I N
Mates, Amb. Leo.

August 8, 1956

Dear Ambassador Mates:

I am, naturally, disappointed to receive your letter of August 3rd, but fully appreciate the circumstances. I shall await further word from you with the hope that we may meet again in the interval.

Sincerely yours,

Ambassador Leo Mates
Embassy of Yugoslavia
Washington, D.C.

rh

bc: Mr. Friendly

Sheil, Bishop

ST. ANDREW'S CHURCH
3546 NO. PAULINA STREET
CHICAGO 13, - ILLINOIS

thanks
F.F.

January 27, 1956

F.F.

My dear Ed:

Many thanks to you and Mr. Friendly for sending the complimentary advance copy of SEE IT NOW. Your gracious remembrances have always been a source of inspiration and are deeply appreciated.

With every good wish to the both of you for a blessed 1956, I remain

Sincerely yours,

+ Bernard J. Sheil

Bernard J. Sheil, D.D.
Auxiliary Bishop of Chicago

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, New York

Your Lassa show was terrific.
Wish you could do it again
+ Bishop

SIN
Wald, Jerry

COLUMBIA PICTURES CORPORATION
1438 NO. GOWER STREET
HOLLYWOOD 28, CALIFORNIA

OFFICE OF THE
VICE-PRESIDENT

March 19
19 56

Dear Mr. Murrow:

Just these few lines to add my congratulations for that much deserved recognition from the members of the Academy.

As an admirer and long looker of television offerings, this award was no surprise -- merely the proper acknowledgement.

Most sincerely,

Jerry Wald

JERRY WALD

JW:ms

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York City, New York

"SEE IT NOW"

PROGRAM BUSINESS

1957

CBS TELEVISION

Office Communication

to: Messrs. Hylan, Meade cc: Messrs. Friendly, Murrow

from: Charles Oppenheim

December 13, 1957

The Philadelphia promotion for the "See It Now" program, "The Lady From Philadelphia," has been okayed by all concerned.

Miss Marian Anderson and Mr. Murrow will be the guests of honor at a luncheon to be held at the Hotel Barclay on Thursday, December 26. It will be attended by civic officials, VIP groups, members of the consulates of the 7 cities visited by Miss Anderson, television editors, city-side reporters, etc.

I am asking Mr. Friendly or Mr. Murrow if they will try to get somebody of importance from Washington to attend officially.

WCAU will cover the arrival and luncheon by newsreel which they will use on their news programs later in the day. This will also serve as promotion for the show itself on the 30th.

We plan to show the "See It Now"-Anderson film at the luncheon.

565

COLUMBIA BROADCASTING SYSTEM

Office Communication

to: Mr. Paley cc: Mr. Friendly

from: Mr. Murrow December 5, 1957

Fred and I have had prolonged conversations about the future of SEE IT NOW starting September, 1958. We would like to do a half-hour once a week at night. The working title is "What's New?"

This would not be an effort to review the week's news, but rather an effort to examine in considerable detail what's new. It would be topical and timely but not necessarily geared to the biggest news story of the preceding week. It would examine in some detail one or more developments which have or will make news. It would be utterly unpredictable. One week might deal with a new scientific discovery, the next with new fashions or automobiles, a medical discovery, a book, a newly patented invention, a new military weapon, a new and rising recording or television star or a new piece of national legislation.

The emphasis would be on newness rather than on news as such, although we would suppose that upon occasion the program would make news. This would not be either a news review or a documentary, but rather a wide-ranging reflection of anything and everything that has about it an exciting quality of being new. It would range all the way from a discovery of a new star to a new method of mining coal, a new method of preserving food or a new light on an ancient controversy. We would be equally interested in a new proposal in the area of American foreign policy, and a new method of peeling potatoes.

If this concept has any merit it would probably lie in its flexibility and unpredictability - - the combination of the truly important and trivial but at the same time interesting developments. The basic concept would be to inform but maybe there could be some entertainment too. This would be an effort to answer a question which has become an accepted form of social salutation but which no one ever attempts to answer: what's new? It is our best estimate that the average cost per week would be $30,000. This would involve using the nucleus of the SEE IT NOW organization.

fe E.R.M.

Sir Bill

COLUMBIA BROADCASTING SYSTEM

Office Communication

to: Mr. Paley

from: Mr. Murrow

December 5, 1957

It has been suggested that Senators Jack Kennedy and Sherman Cooper would like to tour part of the world, particularly the so-called uncommitted areas and do a SEE IT NOW piece similar to the one that Margaret Chase Smith did.

I have talked in a tentative fashion to both Kennedy and Cooper and they are willing and eager.

What dost thou think?

fc

E.R.M.

December 5, 1957

Dear Ed:

I have talked with Kennedy and Cooper. I have talked in terms of the possibility of undertaking a project the first two weeks in September. Will keep in touch with you.

Sincerely yours,

Mr. Ed Plaut
Lone Tree Farms Road
New Canaan, Connecticut

fc

Ed Plaut
Lone Tree Farms Road
New Canaan, Conn.

26 November '57

Dear Ed,

To summarize this afternoon's messages, for my own peace of mind:

Senator Cooper will be in the Capitol all next week. He can come to a meeting of all hands in New York if you say it's important. Meanwhile, he expects word from you as to whether you'll be in Washington on Monday, December 2, and is holding lunch open.

Senator Kennedy will be in New York the balance of this week and, during the week of December 2, all day Monday, Thursday, Friday and the afternoon of Wednesday. You can 'phone him at TR 6-2560.

If I can be of any further assistance, the best bet is to send a wire to my home, since I'll be there very little in the days just ahead. For insurance, messages can also be left with my father's secretary: Miss Cooper at PL 5-6100.

Had you finally sacrificed content for gadgetry, last Sunday, wouldn't it have been at the expense of the very information that was front page news on Monday? I think there is clear evidence, in the text of the Teller testimony in Washington, that it helped suggest the course of some of the questioning. My uneducated guess is that you'll some day consider it one of your most influential reports ... and if that's run-of-the-mill, it's also a comment on the mill that shouldn't displease you.

Sincerely,

Ed Plaut

Mr. Edward R. Murrow
485 Madison Avenue
New York, New York

Plaut

Ed Plaut
Lone Tree Farms Road
New Canaan, Conn.

Very hastily, thanks.

Ed Plaut

Ed Plaut
Lone Tree Farms Road
New Canaan, Conn.

20 November '57

Dear Jack,

Edward R. Murrow is interested in the possibility of making a "See It Now" with you and Senator Cooper along lines I know will interest you. He wants to talk it over with both of you. He'll be in Washington December 2 and suggests lunch (or just a talk) on that date if you are both in the Capitol. Or, perhaps, you and Cooper have an earlier coinciding date in New York and we can talk at this end. Would you be kind enough to compare schedules with him and let me know when's when.

The combined gifts that Murrow, Kennedy and Cooper would bring to this venture would make it a brilliant event. It seems to me that it should appreciably help the people on our side to understand a few unsimple facts. You know how difficult it is to get across certain ideas. Murrow's genius is in creating that ideal climate of opinion that encourages people to reason for themselves and reach your conclusions almost independently.

He has already told me some impromptu ideas for a Kennedy-Cooper program. I won't mention them, because you should hear them from him. However, I'll illustrate with a couple of examples from his program of December 30 (10-11 EST), which is to be his report of Marian Anderson's eastern concert tour.

She is introduced to a Korea audience of troops from several nations by their commanding general in the fewest, simplest and finest possible words. You'll see how Murrow can make an impressive comment without words. The general is clearly a man who is more than fit to wear his uniform. The name, stenciled on his fatigues, is Dutcher. Miss Anderson is taken visibly aback in Vietnam when asked whether she would want Governor Faubus to attend her concert. With touching dignity, she simply explains that she would welcome him if he came only because he honestly wanted to hear her music. In another highlight, Murrow shows the reactions of a proud native audience listening to her sing their national anthem in their own language. This is Ceylon.

Well, I'll get on the horn to you in a couple of days to learn what can be arranged. The schedule we originally discussed is now out of the question, but you'll find, I hope, that you and he can solve that one.

Sincerely yours,

Honorable John F. Kennedy
United States Senate

Washington - 25, D. C.

Ed Plaut
Lone Tree Farms Road
New Canaan, Conn.

20 November '57

Dear Senator Cooper,

Edward R. Murrow is interested in the possibility of making a "See It Now" with you and Senator Kennedy along lines I know will interest you. He wants to talk it over with both of you. He'll be in Washington December 2 and suggests lunch (or just a talk) on that date if you are both in the Capitol. Or, perhaps, you and Kennedy have earlier coinciding dates in New York and we can talk at this end. Would you be kind enough to compare schedules with him and let me know when's when.

The combined gifts that Murrow, Cooper and Kennedy would bring to this venture would make it a brilliant event. It seems to me that it should appreciably help the people on our side to understand a few unpalatable facts. You know how difficult it is to get across certain ideas. Murrow's genius is in creating that ideal climate of opinion that encourages people to reason for themselves and virtually reach your conclusions independently.

He has already told me some impromptu ideas for a Cooper-Kennedy program. I won't mention them, because you should hear them from him. However, I'll illustrate with a couple of examples from his program of December 30 (10-11 EST), which is to be his report of Marian Anderson's eastern concert tour.

She is introduced to a Korea audience of troops from several nations by their commanding general, in the fewest, simplest and finest possible words. You'll see how Murrow can make an impressive comment without words. The general is clearly a man of stature who is more than fit to wear his uniform. The name, stenciled on his fatigues, is Zwicker. Miss Anderson is taken visibly aback in Vietnam when asked whether she would want Governor Rahm to attend her concert. With touching dignity, she simply explains that she would welcome him if he came only because he honestly wanted to hear her music. In another highlight, Murrow shows the reactions of a proud native audience listening to her sing their national anthem in their own language. This is Ceylon.

Well, I'll get on the horn to you in a couple of days to learn what can be arranged. The schedule we originally discussed is now out of the question, but you'll find, I hope, that the problem can be solved.

Sincerely yours,

Honorable John S. Cooper
United States Senate
Washington - 25, D. C.

Prog Bus Sen

CBS TELEVISION

Office Communication

to: MR. JONES cc: Mr. Murrow, Mr. Cowden

from: CHARLES S. MONROE

November 26, 1957

RE : UTOPIA

Your call about Mr. Murrow's plaint on our use of the word "Utopia" in our promotion for his Sunday atom program was productive in at least one respect : we shall now look forward to a first hand contact with SEE IT NOW and the Murrow-Friendly office when news is being given about forthcoming productions. As I said, in the past we have found it extremely difficult to elicit information about these programs, although, this Fall, we feel a large break-through has been made because of your cooperation in making film trailers for us.

Thus far, for the other promotion we have been wholly dependent on the Press Information bundles. I would like, therefore, to refer you to their release on last Sunday's atom show, dated November 4. This was the major straight piece. I have checked with the writers on this, and none of them believe, nor do I, that this led one to expect the show that did appear Sunday. Read it carefully. In the subhead is the word "Abundance". In the copy itself there are many names but the discussion is on food preservation, industrial atomics, power stations, atomic airplanes, and so on. The second paragraph on Page Two discusses the two roads - one to a veritable Utopia, the other leading to complete and final extinction. But <u>where</u> in the entire story is the "extinction" played up for <u>this</u> broadcast?

Nor do I find a correction of this story in our files. Hence, in writing 10-, 20-, and 40-second messages we chose the positive, the Utopia angle, and I do not believe we chose the wrong angle based on the information available to us.

PSM

CSM:ll

Sam

COLUMBIA BROADCASTING SYSTEM

Office Communication

to: Bill Hylan

from: Ed Murrow

November 19, 1957

Fred and I had lunch today with McKay of IBM. I formed the impression that they are not likely to move into television in any fashion in the immediate future. But I see no reason why you boys should not pursue the Marian Anderson business through the usual channels.

fc

E.R.M.

Mr Morrow:
Do write. I copy have sent a copy to Fred.
Jim
11/8/57

Roy J. Bu Sen

CBS TELEVISION

Office Communication

to: Mr. P. Silberberg

from: Paul A. Keyes

cc: Stanton, Harrison, Gossard, Coleman, Rubin, Fowling, Miss Geager

November 8, 1957

CBS Television has heretofore produced and broadcast as part of the SEE IT NOW series, a film entitled "AMERICAN CHERLEST". This film should not be confused with the SEE IT NOW films entitled "AMERICA - PART I" and "AMERICA - PART II".

Under private arrangements made by Mr. Murrow with Granada in England, this film was exhibited theatrically in Great Britain. We now wish to make an arrangement with Contemporary Films Ltd., 14 Soho Square, London W.1., England, licensing them to distribute this film, the duration of which is approximately one hour, in the British Isles, for non-broadcast, non-theatrical purposes only. The term of the license shall be one year commencing as of the date of execution. We are to receive 50% of the gross income from rentals, after Contemporary Films Ltd. shall have recouped the cost of the prints. Of course, the cost of such prints shall be entirely the responsibility of Contemporary. During the term of the agreement, we are guaranteed as our 50% share of rental receipts, earnings of not less than $150 at not less than the present exchange rate of $2.80. The royalty shall be payable to us in dollars, and we shall receive quarterly reports.

Contemporary shall give us written notice as to the number of prints which they cause to be prepared from a 35 mm. black and white sound on film negative or fine grain, which we make available to them for this purpose in London. The negative or fine grain shall remain our property, and shall be returned to such place as we designate.

Contemporary shall enjoy three successive one-year options to extend the term, provided they give us notice of their exercise of each such option not later than thirty days prior to the expiration of each year, and, provided that, for each option year, they guarantee us minimum earnings in the amount of $150.

We make no representations to Contemporary other than as to our right to enter into this agreement and our physical ownership of the film. Prints should be returned to us upon expiration, or, in lieu thereof, we should receive a certificate of destruction.

Will you please prepare the necessary license.

P. A. K.

PAK:jr

CBS RADIO

Office Communication

to: Mr. Murrow cc: Mr. Friendly

from: Mr. Seward

November 7, 1957

We discovered just yesterday that WIDE, WIDE WORLD was partially sponsored by Chevrolet and consequently because of Ford have advised them that they can not use the SEE IT NOW film clip.

JMS
pc
J.M.S.

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COLUMBIA BROADCASTING SYSTEM

Office Communication

to: Sig Mickelson cc: Fred Friendly

from: Ed Murrow November 1, 1957

Unless Fred Friendly and I are both wrong, the Marian Anderson piece is going to have real distinction, and we think it merits a better time than five to six on Sunday.

We will have about a half hour of it rough cut ready to be shown late next week. I suggest you might like to ask Messrs. Paley, Robinson and a few others to look at it. The half hour will be ample to indicate what the finished product will be like.

fc E.R.M.

Prog. Business
S/N

October 18, 1957

Dear Dr. Teller:

Friendly and I are both looking forward to being with you on Tuesday night. I shall be originating my radio program in Baltimore, and we will be able to meet you at the Lord Baltimore just a few minutes after eight. Facilities for our purpose seem to be better at the Sheraton-Belvedere, so we will stay there and do the filming there. I thought we might have dinner in our suite.

As discussed previously, the general areas we shall hope to cover will include education, the role of the scientist in American life and "the need to know". We'll do it in the form of a conversation and we can decide on the general areas while we are having dinner.

We will be coming to Baltimore from Washington on Tuesday afternoon, and will be reachable at the Sheraton-Belvedere or Station WCBM, should you desire to reach us.

Cordially,

Edward R. Murrow

Dr. Edward Teller
Lord Baltimore Hotel
Baltimore, Maryland

ERM/hll

Prog. Bus
Sen

October 9, 1957

Dear Bill:

Thanks for yours of September 27th.

I thought the TIME people were rather kind to me.

On the SEE IT NOW matter, I shall of course, respect your confidence. So far as I know, the show is open for sponsorship after the first of the year.

Give me a shout when you are in town.

As ever yours,

Mr. William W. Wilson, Jr.
Young & Rubicam, Inc.
333 North Michigan Avenue
Chicago, Illinois

fc

YOUNG & RUBICAM, INC.

Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · LOS ANGELES · HOLLYWOOD · MONTREAL · TORONTO · MEXICO CITY · LONDON

WILLIAM W. WILSON, JR.
Manager, Radio-Television Dept.

CHICAGO 1 · 333 No. Michigan Avenue

September 27, 1957

Mr. Edward R. Murrow
Person To Person
485 Madison Avenue
New York 22, New York

Dear Ed:

TIME MAGAZINE SHOULD BREAK ALL CIRCULATION RECORDS THIS WEEK . . . .

Delighted to see the story in Time this week . . . . and a good cover picture too. Thought the story was very timely inasmuch as PERSON TO PERSON and SEE IT NOW are just beginning their new season.

Presume you have had Jesse and John running around New York buying up all the extra copies and I would be happy to do the same here if you just say the word.

Off the record, we are talking to our client about the possibility of buying up 5 or 6 SEE IT NOW programs as a corporate activity after the first of the year, but this would have to include a special budget, and I don't know whether it can be arranged. If you have any thinking on this subject, pro or con, I would appreciate hearing from you as we do not want to push too hard and then find out that it would not be practical. Also would appreciate your not mentioning this situation to Bill Maxwell unless, of course, he brings the subject up.

Enjoyed seeing you in New York and hope to see you again soon.

Kindest regards,

YOUNG & RUBICAM, INC.

Bill

William W. Wilson, Jr.

WWW:rm

Program Bus.

CBS TELEVISION

Office Communication

to: Mr. Fred Friendly

cc: Messrs. Murrow, Rosen, Evans, Hamilton

from: Peter Mead Abel

September 26, 1957

RE: SECRET LIFE OF DANNY KAYE

As you know, the basic agreement in which Mr. Kaye granted us the right to film his UNICEF tour (a letter dated April 13, 1956 and signed by Mr. Murrow) was never signed by Danny Kaye, although he did place his initials next to the signature line.

As I understand it, Mr. Murrow dictated the agreement in the presence of Mr. Kaye. Mr. Kaye then placed his initials in pencil in the lower lefthand corner and Mr. Murrow signed the agreement.

Do you have any idea why Mr. Kaye did not sign this document? Did he make any comments at the time indicating that he intended to have his initials be of the same force and effect as a full signature?

We are reluctant to authorize further use of the program until this matter is cleared up. Mr. Kaye might register a strong objection, for example, on the ground that he only initialled the document pending a full review of the situation by his attorney.

P. M. A.

PMA:JC

565

~~Forward~~ ~~JB~~
Program Bureau
Sen

August 24, 1957

Dear Ernie:

I am just back from a holiday to find a note saying that during my absence the matters raised in your letter of June 19th have been taken care of satisfactorily.

I just wanted to make sure that that is the case.

As ever yours,

Mr. Ernest A. Gross
Curtis, Mallet-Prevost, Colt & Mosle
63 Wall Street
New York 5, New York

fc

(Dictated but not signed by Mr. Murrow)

CBS RADIO

Office Communication

to: Mr. J. M. Seward

from: I. S. Becker

Mr Murrow
You asked to phone or write Ernest Gross about this.
JMS 8/7

July 26, 1957

This is a summary of what happened when you turned over to me the letter Ed Murrow got from Ernest Gross, attorney for Grandma Moses Properties, Inc.

I had three or four conversations with Mr. Gross. I also talked to Paul Rosen and examined the basic contract.

It became perfectly apparent to me that there was a misunderstanding which could readily be cleared up. There was no doubt that we were supposed to deliver the color prints. However, this would be of no use to them unless they got the negatives. Rosen, therefore, had suggested that we make them a black-and-white print so that they could pick the material they wanted. According to Rosen, the understanding was that they would pay for the black-and-white print.

The second point Rosen made was that, in his opinion, the television rights belonged to us. After talking with both Gross and Rosen, and then getting the two of them on the same phone, we settled the matter as follows:

We decided to let the question of whether or not we had television rights out of the discussion, since the contract would, in the final analysis, determine whether or not we had such rights. Secondly, Mr. Gross agreed on behalf of his client to pay us at cost, not to exceed $300, for the black-and-white prints we had furnished. Rosen assured me that they did not cost in excess of $300 except, perhaps, for a few dollars.

We also agreed to deliver the color material to Grandma Moses Properties, Inc. as soon after August 1 as possible. The reason for the delay was that the person handling the material was on vacation. This arrangement proved entirely satisfactory to Gross. You will see from Mr. Rosen's memorandum of July 12 addressed to Natalie Foster with a copy to you that he has instructed her to forward this material.

I think I can safely say that after we finished our discussions, we eliminated any rancor that may have existed and came to a perfectly amicable solution of what, after all, was not a very great problem.

ISB:lg

692

COLUMBIA BROADCASTING SYSTEM

Office Communication

to: Mr. Seward

from: Mr. Murrow

July 1, 1957

Rec'd 7/3/57

I am sorry to put this in your lap, but will you please have something done about it.

E.R.M. r.c.

E.R.M.

fc

(Dictated but not signed by Mr. Murrow)

File

CURTIS, MALLET-PREVOST, COLT & MOSLE
ATTORNEYS AND COUNSELLORS AT LAW
63 WALL STREET, NEW YORK 5, N.Y.

TELEPHONE WHITEHALL 4-2062
CABLE ADDRESS "MIGNIARD"

SW

June 19, 1957

Mr. Edward R. Murrow
Columbia Broadcasting Company
485 Madison Avenue
New York, New York

Dear Ed:

I am writing this letter to you directly so that you might give personal attention to resolving the questions arising under the Grandma Moses contract. This coming Monday will mark the second anniversary of the execution of that contract. There has been no progress with respect to the exploitation of the material for a movie film, which was within our contemplation at the time the contract was made. Moreover, Grandma Moses Properties has not been able to get possession of the film itself, although the contract gives us the right to the film, subject to certain restrictions with which we of course intend to comply.

I think you and I are both too busy with other matters to keep this matter dangling much longer, although I do not know whether it has been called to your attention recently. It certainly has been on my desk, however, and I would like to see some light at the end of the tunnel.

The last communication I had was a letter of May 23 from Paul Rosen in which he advised that he would contact me in a few days. In a nutshell, the question is simply this:

Paragraph 3 of the contract of June 24 provides as follows:

> "A color sound-on-film print, of the film as broadcast, in 16mm, will be furnished to Grandma Moses Properties, Inc. as soon after broadcast as is possible. If there are any film materials filmed but not used on the broadcast, copies of them will similarly be furnished. No charge will be made for the foregoing."

It was understood, of course, that these film materials would be complete, in the form taken and in sequence, inasmuch as they were to be used for the purpose of arranging theatrical distribution. A print of the "film as broadcast" has indeed been made available to us, but we have not been furnished "the film materials filmed but not used on the broadcast".

It turns out, however, that the film is all chopped up and out of sequence, with some portions entirely deleted. Moreover, preparation of a 16mm print would on the one hand be expensive to CBS and on the other would not be usable in its garbled form by Grandma Moses for the purpose of movie exploitation.

Some time ago Mr. Rosen suggested that in view of this state of affairs, the entire negative material in its present form be made available to us in lieu of the 16mm print. We have agreed to this, even though it will put us to a considerable expense to do the necessary editing of the negative material in order to use it for any presentation whatsoever. However, even this has not yet been furnished us.

The suggestion, therefore, is that the negative, with key numbers, be made available. This we have not been able to get.

There is a question concerning the right of Grandma Moses Properties to use any of this material for subsequent television. I have suggested to Mr. Rosen that if the question should arise in practice, we could take care of the matter at that time. Neither of us has to waive any rights or claims we may feel we have. In any event, CBS would be given the right of first refusal.

However, the main thing is for us to move ahead to accomplish the basic purpose of this two year old contract which is summed up in paragraph 6:

"The production of a motion picture film".

We are naturally disappointed that it is not possible for CBS to arrange for theatrical distribution. We shall do our best to do so and if we succeed it will of course be to our mutual interest.

Cordially,

Ernie

Ernest A. Gross

CBS TELEVISION

A Division of Columbia Broadcasting System, Inc.

485 MADISON AVENUE, NEW YORK 22, N.Y. • PLAZA 1-2345

May 18, 1956

Dear Mr. Green:

This will acknowledge receipt of your letter of May 11, 1956. Mr. Murrow has asked that I reply to your letter of the same date to him.

You are, of course, correct in asking for the 16mm color print of the Grandma Moses program, as it was broadcast, and preparation of this print, as well as a print of material filmed but not used for broadcast, is now in process. As soon as the prints have been returned to us from the laboratory, I shall have them sent directly to Mr. Keller.

I am pleased to advise you that we expect to make an arrangement shortly with Young America Films, Inc., covering their 16mm distribution of the film and I will advise you prior to the consummation of this arrangement, so that you may be fully aware of the arrangement.

We have had some theatrical interest expressed with respect to the distribution of the film for use in motion picture theatres but we have not as yet made any determination as to a theatrical release, since such a release would be predicated on our expenditure of a not inconsiderable additional sum for such things as a musical score, re-editing, etc. Again, I will keep you advised as to the situation theatrically.

Thank you for your letter and I hope you have an enjoyable trip.

Sincerely,

Paul A. Rosen

Mr. Ernest Green
Davis, Polk-Prowse, Cole & Moale
63 Wall Street
New York 5, New York
bc: Messrs. Murrow, Friendly, Williams
PAR:gm

Mr. Williams: Will you please see to it that 16mm EKT color prints of the Grandma Moses material are sent to Mr. Otto Keller, 45 W. 57th St., N.Y., N.Y.

COLUMBIA BROADCASTING SYSTEM

Office Communication

See J. Nor.

to: Weaver, Stanton, Jones, Robinson, Nicholson, Ryan, Green

from: Mr. Harvey June 5, 1957

Mr. Paley is looking at AUDITORIUM Friday, June 7, 3:30 in the viewing room on the 22nd floor. Thought you might come to look at it if you have nothing better to do.

fs E.R.H.

COLUMBIA BROADCASTING SYSTEM

Office Communication

to: Mr. Murrow

from: Fred Friendly

May 29, 1957 7

Bill Golden would like to speak with you re the attached. Would you please give him a ring if you have a moment - he is working late tonight.

hlt

7,7,

SIX

CBS TELEVISION

Office Communication

to: Paul A. Rosen cc: Messrs. Evans, Coleman, Stone, Zublin, Wagner

from: Peter Mead Abel

May 29, 1957

RE: MISS MARIAN ANDERSON - FAR EAST TOUR

Pursuant to your memorandum of April 12 to Mr. Woodard, I am enclosing the original and 5 copies of the employment agreement with Miss Anderson.

P. M. A.

PMA:FH
Enc:

565

S2N

CBS TELEVISION

Office Communication

To : Edward R. Murrow cc: Fred Friendly

From: Beryl Reubens

April 24, 1957

The following telephone interviews with you concerning "The Puerto Ricans - Americans On The Move" have now been set.

Monday, April 29

CHICAGO TRIBUNE	Larry Wolters	3:00 PM
ST. LOUIS GLOBE-DEMOCRAT	Peter Rahn	3:30 PM
ATLANTA JOURNAL	Norman Shavin	4:00 PM

Tuesday, April 30

MILWAUKEE JOURNAL	Don Dornbrook	11:00 AM

BOSTON AMERICAN - Tony LaCamera - will definitely interview you as soon as we establish whether or not Channel Two, Boston's educational station, will be carrying the show that Sunday. If so, he is set for Tuesday, 11:30 AM.

PHILADELPHIA BULLETIN - Bob Williams, TV Editor - would like to interview you, in person, on Wednesday, May 1, as indicated in earlier memo.

CLEVELAND PLAIN DEALER - George Condon - (just to keep the record) had his successful interview with you yesterday (Tuesday, April 23).

BR Beryl.

CBS TELEVISION

Office Communication

to: Fred Friendly and Edward R. Murrow

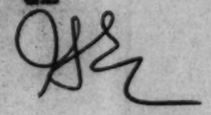
from: George Ettinger April 24, 1957

Would you please add this interview appointment to the original memo you received on the subject of "See It Now - Puerto Rico":

Tuesday, April 30

Tony LaCamera BOSTON AMERICAN 11:30 AM

GE



SDN

CBS TELEVISION

Office Communication

TO: Larry Lowenstein

FROM: George Ettinger

cc..Ambrosio, Fred
Friendly, Ed R.
Murrow

April 24, 1957

Edward R. Murrow has been set for a telephone interview with the following out-of-town newspaper editors in regard to "The Puerto Ricans - Americans On The March":

Monday, April 29

Larry Wolters	CHICAGO TRIBUNE	3:00 PM
Peter Rahn	ST. LOUIS GLOBE-DEMOCRAT	3:30 PM
Norman Shavin	ATLANTA JOURNAL	4:00 PM

Tuesday, April 30

Don Dornbrook	MILWAUKEE JOURNAL	11:00 AM
Tony La Camera	BOSTON AMERICAN	11:30

George Condon of the CLEVELAND PLAIN DEALER has already talked to him, yesterday, April 23.

There is a good possibility of Channel Two, the educational station in Boston, Mass. taking the show on Sunday, May 5th. If so, Tony LaCamera of the BOSTON AMERICAN will definitely interview Mr. Murrow, re the program.

We have tentatively arranged for Bob Williams of the PHILADELPHIA BULLETIN to interview Mr. Murrow, in person, Wednesday, May 1st. Andy McCaffrey will follow up on that situation.

GE

GE

S2N

CBS TELEVISION

Office Communication

To : Edward R. Murrow

From: Beryl Reubens

April 24, 1957

Bob Williams, Television Editor of the Philadelphia Bulletin, would like very much to interview you on the upcoming Puerto Rico show. He plans to run the interview in the Bulletin on the day of broadcast, May 5. However, he does not like telephone interviews and asks whether he could have 20 to 25 minutes with you on Wednesday, May 1, a week from today. He comes to New York every Wednesday scouting stories for that weekend's Bulletin. He usually gets here at 11:00 AM and is available at any time after that convenient to you. Would you let me know whether you wish to see him on Wednesday?

BR Beryl

AIRMAIL

March 6, 1957

Dear Mr. Maddoc:

Your recent letter to Mr. Murrow has been forwarded on to me and, after some discussions with Mr. Castelli of the Italian Embassy here in New York, I am pleased to advise you that we shall be happy to make available to you whatever footage of Dr. Fermi we have available in the SEE IT NOW files.

The availability of this film is predicated on the fact that it will be utilized for non-commercial and non-profit making purposes. If the foregoing is agreeable to you, we will be glad to ship to you, collect, a print of the requisite footage from which you may make your selection. If you should like to have dupe negative or fine grain of this footage, after you have made your selections we will be happy to provide either of these elements. There will be no charge to you for the use of this footage other than the actual laboratory cost we incur and any cutting costs incurred by us should you desire to have us provide you with the selected fine grain or negative material.

If the foregoing is agreeable to you, kindly so advise me and we will have a license drawn covering this arrangement and will forward the footage to you.

Sincerely,

(Paul Rosen)

Mr. Dale Maddoc
Via Tartaglia 5
Rome, Italy

cc: Sr. Castelli, Italian Embassy
500 Park Avenue
New York, N.Y.

bc: Messrs. Murrow and Friendly

SIN

March 6, 1957

Dear Nigel:

My belated but most sincere thanks for your many courtesies while I was in London. We did the television piece on Sunday. The critical reaction was good, and I was much relieved to hear from a couple of British correspondents stationed here that they thought it an acceptable effort.

As you know, I had some conversation with the Prime Minister regarding the possibility of filming an interview with him in Bermuda after the conclusion of the Conference. He seemed favorably disposed, but naturally made no firm commitment. If he is willing to undertake it, I would naturally be delighted to fly there with a camera crew. My preference would be to shoot it outdoors in natural light. The whole operation should require not more than an hour-and-a-half of his time. It would be in the nature of a conversation rather than rigid, formal questions and answers. Although I would expect to submit an outline of the general area of questioning in advance, and he or his representative could eliminate entirely both question and answer in the event the answer didn't turn out as he wished it to be. We would present this as a half-hour program completely disassociated from any other program. We would put it on the air as soon as the developing and editing could be done.

It seems to me that immediately after the Bermuda Conference the climate ought to be right here for candid, informal, conversational talk by the Prime Minister, and I hope he would feel disposed to do it.

With all best wishes to you and Mrs. Bicknell.

Sincerely yours,

Mr. Nigel Bicknell
Information Policy Department
Foreign Office
Whitehall
London S.W.1, England

rh

Columbia Broadcasting System, Inc.

See St Now

F-502

OFFICE COMMUNICATION

To

From Mr. Robinson

Station Mr. Murrow

March 1, 1957

I understand that WPIX would like to rerun "The Secret Life of Danny Kaye" and are prepared to make some contribution to UNICEF. I do not think this should be permitted if we have any plans to rerun it. Do we?

E.R.M.

rh

Prog. Bus

CBS TELEVISION

Office Communication

Sen

to: Mr. Friendly

from: Mr. Murrow

February 26, 1957

Re the Marian Anderson deal. I think it important that our legal boys should at least exchange letters with Hurok before we make any definite commitments.

E.R.M.

rh

565

EMIL K. ELLIS

Program Dis.

February 7, 1957

CBS Television
485 Madison Avenue
New York 22, N.Y.

Att: Mr. Paul A. Rosen

Dear Mr. Rosen:

I have your letter of February 4, 1957 with respect to the Armstrong matter.

We have repeatedly advised you, and you well know, that no final agreement has been reached. Our attempts to reach an agreement do not constitute a substitute for a meeting of the minds.

In this connection, I wish to remind you of our conference on the morning of January 18, at this office, in which we discussed the possibility of arriving at a mutually acceptable arrangement, and of your promise to arrange a conference on the following Monday, January 21, between your representatives and ourselves.

You called me later that same day regarding the time of the proposed meeting, and I advised you that I would be available at any time after 4:00 P.M., to make room for my attendance at a meeting of the Board of Directors of a corporation in which I am interested, which was scheduled to take place at 2:30 P.M. You stated you would try to arrange the conference at 4:00 o'clock.

However, since that time I have not heard a single word from you in any form whatsoever, and I have therefore reluctantly concluded that there is no bona fide desire on your part to attempt to find a solution.

I take exception to your suggestion that my client's demands are "unreasonable and without equity". On the contrary, I believe my client is justifiably aggrieved at your switch of the original concept of a TV series, to a theatrical distribution primarily. We also objected strenuously to your entering into an arrangement for theatrical distribution without our prior knowledge or consent.

EMIL K. ELLIS

CBS Television
Page #2
February 7, 1957

Furthermore, as we have advised you on several occasions, our client has suffered considerable damage as a result of the announcement and advertising by or through you or your representatives, that this picture was a life story of Louis Armstrong, in the face of your knowledge of his plans and negotiations, in that respect.

We regret very sincerely that things have come to this pass, but you have no one but yourselves to blame.

You may rest assured that any action which you may take will be vigorously resisted, and tha t we shall look to you for all damages we may suffer by reason of your actions.

Very truly yours,

EMIL K. ELLIS

EKE:dwt

cc: United Artists Corp.
729 Seventh Avenue

Edward R. Murrow
Fred W. Friendly
c/o CBS TV
485 Madison Avenue

Joseph Glaser
745 Fifth Avenue

CBSINC NY

RECEIVED
1957 FEB -5 PM 1:27
C.B.S. TRAFFIC DEPT. N.Y.

CBS ACR1/CCB311/TD359

LONDON 99/98 5 515PM

PRESS CBSINC

NY

BURKE FOR MURROW STOP HAVE RELAYED YOUR ANSWER AND ASKED EXPLANATION OF STRANGE ATTITUDE BUT GOT EVASIVE ANSWER STOP NIVENS GONE TO SEE THOSE INVOLVED NOW STOP MY THEORY IS THE GOVERNMENT HERE BELIEVES AMERICA FAILED SUPPORT SUEZ VENTURE BECAUSE BRITISH PUBLIC RELATIONS ILLHANDLED WHICH
VERY WRING BUT ANYHOW THEYRE HAVING MANY HIGHPOWERED SECRET CONFERENCES TO QUOTE TIGHTEN UP UNQUOTE PUBLICITY STOP LAST WEEK SANDYS BACKED OUT EXCLUSIVE INTERVIEW WITH US BECAUSE DIDNT LIKE LIDDELL HART BEING SAME PROGRAMME STOP AS SAID MY SUNDAYER RELATIONS WITH WHOLE AMERICAN PRESS HERE ARE VERY TENUOUS PRESENTLY

SMITH

Program: "England After Suez" - March 3, 1957

RA 1231P FEB 5

2ND WORD 6TH LINE WRONG

RPT VERY WRONG BUT ETC

5'8,: ,6

PLS ACK ACR1

Pro. Bus
SIN

CBS TELEVISION

Office Communication

to: Messrs. Murrow and Friendly cc: Mr. Mickelson

from: Mr. Harrison January 30, 1957

Sig and I have discussed Fred's conversation with him concerning the proposed discussion program featuring Eric Sevareid to be built by the SEE IT NOW unit.

In view of the various contract arrangements which we now have with each of you and with Eric, it seems to me that we should clarify the respective rights of the parties in this venture before proceeding with a pilot film.

Sig and I are available at your convenience to discuss this particular area so that the project can go forward.

WSH:mb

F 295-8/56

COLUMBIA BROADCASTING SYSTEM, INC.

SIN

Private Wire

PLEASE READ INSTRUCTIONS BELOW BEFORE SENDING YOUR MESSAGE.

Before sending this message please be sure a letter by **REGULAR OR AIR MAIL** would not suffice. Then be brief and indicate the account number to which the message is to be charged. A letter via **REGULAR MAIL** addressed to points in Maryland, Michigan, New Jersey, New York; the New England states, North Caroline, Ohio, Pennsylvania, Virginia, West Virginia, Washington, D. C., Montreal and Toronto, and via **AIR MAIL** to points in other states, will normally reach the addressee within a minimum of 12 hours and a maximum of 48 hours after it has been mailed from New York City.

Messages for **WBBM** and **KNX** are normally sent within an hour after receipt in the Communications Room on Mondays through Fridays; messages to other stations are normally transmitted so as to reach the addressee not later than **NOON LOCAL TIME** on the first business day following their receipt in the Communications Room, providing the teletype equipment at the receiving point is attended. Mark your message "Today" **ONLY** if faster service to these other stations is vital.

DATE JANUARY 15, 19 57

CHARGE TO ACCOUNT NO. 414-44-31 (Div.) (Dept.)

IN

COLUMBIA

LONDON

[redacted]

[redacted]

(CC: [redacted])

PROGRAM: "England After Suez" - March 3, 1957

Watson, Thomas

November 1, 1957

Dear Mr. Watson:

I am delighted that you and Mr. Grew can dine with Fred Friendly and myself at the Century Club, 7 West 43rd Street, at 12:30 on November 3th.

After lunch we will hope to show you one or two pieces of film that might be of some interest to you.

Sincerely yours,

Mr. Thomas Watson
International Business Machines
New York, New York

fc

cc: Fred Friendly

See It Now
Winner, Percy

MEMBERS

University of Chicago
University of Colorado
Cornell University
Harvard University
University of Hawaii
Indiana University
State University of Iowa
University of Michigan
University of North Carolina
University of Oklahoma
University of Pennsylvania
Princeton University
University of Southern California
University of Utah
University of Washington
Yale University

HUMAN RELATIONS AREA FILES
WASHINGTON, D. C. BRANCH
4501 MASSACHUSETTS AVE., N.W.
WASHINGTON 16, D. C.
TELEPHONE: EMerson 2-6710

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Treasurer

Cary B. Hutchinson
Director, Washington Branch
4501 Massachusetts Avenue
Washington 16, D. C.

Pardoned

5 III 57

Dear Ed,

Seeing a show like yours from England is one of the compensations for living here. A fine job, intellectually, morally, humanly satisfying. But alas, there is so little like it – on TV or anywhere.

Cordially,

Percy Winner

Thanks

Program: "England After Suez" - March 3, 1957

SIN Yaeger, Murray

July 2, 1957

Dear Murray,

Thanks for your letter of June 21. I am afraid that you are somewhat out of luck concerning bringing your group to see the SEE IT NOW operations during the summer. The entire staff will disband on July 1st and will not be back and in working order until the beginning of September.

The best we can do for you is to show you some of the kinescopes. Natalie Foster will be pleased to arrange this for you, but please let her know what day or days you want to do this, since she will not be here after July 13th.

Mr. Murrow takes off on vacation July 1st and so do I. We are both very sorry that we shall miss seeing you on this visit. Perhaps you will be coming to New York again after we get back in September.

With best regards.

Sincerely,

KAY CAMPBELL,
EXECUTIVE ASSISTANT

Mr. Murray R. Yaeger
Assistant Professor
Boston University
84 Exeter Street
Boston 16, Massachusetts

mmc

"SEE IT NOW"

PROGRAM BUSINESS

1958

CBS RADIO

A Division of Columbia Broadcasting System, Inc.

485 MADISON AVENUE, NEW YORK 22, N.Y. • PLAZA 1-2345

JAMES M. SEWARD
Executive Vice President

September 11, 1958

Dear Leo:

Attached hereto is a check payable to Jefferson Productions in the amount of $884.10 representing the 25% royalty due from McGraw-Hill Book Company for its sale of See It Now films during the six months ending June 30, 1958, along with the statement submitted by McGraw-Hill.

Sincerely yours,

Jim

Mr. C. Leo DeOrsey
National Savings & Trust Bldg.
15th Street & New York Ave., N.W.
Washington 5, D. C.

Enclosure

cc: Mr. Murrow
Mr. Friendly

COLUMBIA BROADCASTING ~~SYSTEM~~

Office Communication

to: Mr. Michelson

from: Mr. Murrow

April 28, 1958

Since SEE IT NOW will have "run its course" for this season after we finish the Macmillan and Germany pieces, I assume you will wish to reply to the attached wire.

E.R.M.

CBS RADIO

Office Communication

to: Mr. Murrow

from: Mr. Seward

April 14, 1958

For your information, apparently the $450.00 balance of the $25,000 account set up in the Monte Carlo branch of the Guaranty Trust Company of New York for Sir Winston Churchill has been withdrawn, as of April 10, 1958, and there now remains a zero balance.

J.M.S.

693

COLUMBIA BROADCASTING SYSTEM

Office Communication

to: Bob Lang

from: Ed Murrow

April 10, 1958

Re the attached:I Prefer to decline as I am afraid an acceptance would create an unfortunate precedent.

fc

E.R.M.

COLUMBIA BROADCASTING SYSTEM

Office Communication

to: MR. FRIENDLY

from: Robert Lang

April 2, 1958

Think Mr. Murrow would have any interest?

No Upjohn commercials - no Upjohn associations.
All under A.M.A. tho paid for by an Upjohn
Foundation.

My feeling is "no". RL
But as Andy told me
this morning, "It's a free country"
even for you —

RL:ad

Enc.

FF.

March 4, 1961

NOTE FOR: Miss Kay Campbell

Couldst check the record and find out whether on radio and television "about ten years ago" I ever made reference to a Congressman Frank T. Bow, Republican, Ohio? I imagine it may have been on a "See It Now" show. This isn't critical but if you can dig it up, I would be grateful.

Edward R. Murrow

ERMurrow:db 3/4/61
(Mailed by DB)

See It Now
Gary, Hon. Raymond

March 19, 1958

Dear Governor Gary:

Many thanks for your letter of March 10th and for sending us a copy of your state magazine.

We are committed on SEE IT NOW for the remainder of the year and our plans for next season are still somewhat indefinite. However, if we see an opportunity to do a program on Oklahoma, we will certainly get in touch with you.

Sincerely yours,

The Honorable Raymond Gary
Governor of Oklahoma
Office of the Governor
Oklahoma City, Oklahoma

mcc

STATE OF OKLAHOMA
OFFICE OF THE GOVERNOR

OKLAHOMA CITY

RAYMOND GARY
GOVERNOR

March 10, 1958

Mr. Ed Murrow
See It Now
Columbia Broadcasting System, TV
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

Many years ago this state, then Indian Territory, captured national headlines when the nation's last land frontier was thrown open for settlement here.

Now, seventy years later, we believe this new state of Oklahoma can lay claim to another story of equal and as historic importance to the nation as our famous Land Run.

This story, of how Oklahoma and its Frontiers of Science Foundation is meeting one of the greatest challenges of this age, is already known and admired by many of our nation's leading scientists, educators and governmental leaders. But it is not yet well known to the general public.

We believe it to be a story which should prove not only of great interest to most Americans, but inspiring as well. For this reason, I wanted to write you personally, urging you to give this story the benefit of your expert appraisal. You will find it covered in brief on pages 6, 7, and 36 of the enclosed issue of our state magazine.

Sincerely yours,

Raymond Gary
GOVERNOR

File
Jennings, J. T.

April 22, 1938

Dear Mr. Jennings:

Thank you for your letter of April 7th with its interesting proposal.

The only program where we could possibly use your material would be on SEE IT NOW, and we are committed for the remainder of the current season.

We will be glad to keep your idea on file.

Sincerely yours,

Mr. Jack T. Jennings
1023 Vermont Avenue, N. W.
Washington 5, D. C.

mmc

THE COOPERATIVE LEAGUE OF THE USA

MURRAY D. LINCOLN, *President* BRYNOLF PETERSON, *Vice-President* F. F. RONDEAU, *Board Chairman* JERRY VOORHIS, *Executive Director*

WASHINGTON OFFICE: 1025 VERMONT AVENUE, N. W. • WASHINGTON 5, D. C. • NATIONAL 8-8765

WALLACE J. CAMPBELL
Director

JACK T. JENNINGS
Assistant

Pam Sugg

April 7, 1958

Mr. Edward R. Murrow
CBS Broadcasting Co.
485 Madison Avenue
New York 22, New York

Dear Mr. Murrow:

Recalling previous programs in which you so ably presented the problems facing farmers, I would like to suggest a study of the information placed into the April 3 Congressional Record beginning on Page 5613. Congressman Reuss of Wisconsin tells the story of the Department of Agriculture's "book burning" and then inserts into the Record the observations of farmers on why farm population is diminishing.

Maybe this is the time to do another one of your highly informative series on farm problems.

Sincerely,

Jack T. Jennings

Jack T. Jennings

BOARD OF DIRECTORS: *Samuel F. Ashelman, Charles Baker, William A. Bergeron, C. Edward Behre, Howard Custer, George Dunlap, Clyde Ellis, Charles Folda, Dr. J. A. Geddes, Paul D. Grady, Perry Green, George W. Jacobson, J. W. Koski, J. K. Kyle, Frank Lair, James Lewis, Robert Neptune, Rafael Pol, Mrs. Harold Robison, A. G. Rose, Walker Sandbach, Jerry Shea, A. J. Smaby, Holten Svendsen, W. V. Thomas.*

EXECUTIVE OFFICES:
343 South Dearborn Street,
Chicago 4, Illinois
WAbash 2-0667

Macmillan

10 Downing Street
Whitehall

June 6, 1958.

Dear Mr Murrow

Press comment and letters which I have received have left me in no doubt that the television interview with you and Mr. Collingwood was remarkably well received. This is just to say thank you very much to you both for the way you conducted it. You did a first-class job and I am most grateful.

Yours sincerely
Harold Macmillan

Mr. Ed Murrow.

Sir
Sweet, F. B.

April 22, 1958

Dear Mr. Sweet:

Thank you for your letter of April 1st with its interesting proposal.

The only program where we could possibly use your material would be on SEE IT NOW, and we are committed for the remainder of the current season.

We will be glad to keep your idea on file.

Sincerely yours,

Mr. Frederick B. Sweet
Catering Industry Employee
325 Walnut Street
Cincinnati 2, Ohio

mcc

Catering Industry Employee

Official Journal of the Hotel & Restaurant Employees and Bartenders International Union (AFL)

ED. S. MILLER, General President JACK WEINBERGER, General Secretary-Treasurer

MANAGING EDITOR
FREDERICK B. SWEET

Room 1021 • 525 Walnut Street • Cincinnati 2, Ohio • PArkway 8164-5

April 1, 1958

no interest

Edward R. Murrow
Columbia Broadcasting System
New York City

Dear Mr Murrow,

Enclosed clipping from yesterday's New York Times suggested to me a subject for a TV documentary which ought to be wonderfully useful.

I'm thinking that you and your staff might, with the aid of Mr LaFarge, document for the TV audience the present plight of the American Indian in the face of the rapacity of those who still seek to take advantage of these very first Americans.

Such a picture, emphasizing the dignity of the Indian people rather than the stereotype of blanketed ne'er-do-wells posing for the tourists among feathers and tepees, should be rewarding in many ways, both for the Indians themselves, and for the enlightenment of the rest of us. I think, too, it might become the first of an ethnic series treating of the special problems of Mexican-Americans, Puerto Ricans, Nisei and other groups who are "different" from ourselves.

Cordially,

Frederick B. Sweet

Fred Sweet

The Oregonian
ESTABLISHED 1850
DAILY AND SUNDAY PORTLAND 1, OREGON

White, Fred M.

January 3, 1958

Mr. Edward R. Murrow,
Columbia Broadcasting System
485 Madison Avenue,
New York 22

Dear Mr. Murrow:

Among your TV listeners there must be thousands of persons who, like me, have a hearing impairment and consequently depend more or less on lip-reading to make speech intelligible.

Several times last Sunday your hand, gracefully holding a cigaret, came between the camera and your face and blotted out the key word of a sentence. Will you please guard against this occurrence in the future, because when you are on the TV screen I would like to understand everything you have to say. To me, your views always are worth hearing-- and understanding.

Good luck to you, too.

Sincerely,
Fred M. White
Fred M. White
News Department (copy desk)
The Oregonian

hr tomorrow.

Copy #2 —

Copy #1 filed under "See IT Now"

7/30/57

L. W. LOWMAN

WHAT YOU DON'T SEE IN "SEE IT NOW"

(A biograprical sketch of Edward R. Murrow)

HIS CAREER BEFORE TELEVISION

Murrow is about 50 years old. Born in North Carolina, he spent his childhood in the State of Washingtn, where he graduated from Washington State College.

At that time there was a national student organization known as the National Studen Federation. Murrow was an active member while he was an undergraduate. He was elected national president. After graduation, he devoted two years (until 1932) to promotional work for the National Student Federation. At that time the Communists and Socialists had a rival national student organization — the American Student Union. As president of the National Student Federation, Murrow did not fight the A.S.U., as other conservative student groups were doing: he 'coexisted' with it.

In 1932, he secured his first important job as Assistant Director of the Institute of International Education. This organization promotes interchange of students between countries, and distributes scholarships. It is endowed by the Rockefeller Foundation. Its director, when Murrow was appointed, was Stephen F. Duggan. In the Institute, Murrow met Duggan's son, Lawrence Duggan. It was during the period that Murrow was with the Institute that Lawrence Duggan was active, with Alger Hiss and Noel Field, in the Washington Soviet Spy Ring, as Elizabeth Bentley, former spy ring courier, revealed to the Committee on Un-American Activities in 1948. When Miss Bentley exposed him, Lawrence Duggan committed suicide by leaping out of the window of the Institute.

It was while he was assistant director of the Institute that Murrow publicly showed his sympathy for Soviet Russia.

In 1933, *Intourist*, the official Soviet Russian travel agency, announced the organization of a Summer course of study for American students in the Moscow University. The official literature of *Intourist* describes the arrangement as follows:

> **"In order to insure close cooperation with American educational institutions, and with students and educators in the United States, an advisory relationship was established in 1933 with the Institute of International Education. At the same time, a National Advisory Council of prominent American educators was formed by Prof. Stephen P. Duggan to assist the Institute of International Education in its advisory capacity."**

The man who helped organize this 'Advisory Committee' for the University of Moscow, under Duggan, was Edward R. Murrow. Murrow was a member of the Advisory Committee himself. His name appeared on the letterhead of the 'Advisory Committee' for two years — from 1933 to 1935.

The Summer Course, naturally, was a camouflaged Communist propaganda activity. American students, when they reached Moscow, found themselves indoctrinated in the virtues of Soviet Communism. Intourist reported that in the Second Summer Session, held in 1935,

212 students attended.

Murrow, when confronted by the printed matter of this Summer Session of the Moscow University, denies that he was active in the program. His denial is a bare-faced lie. As Duggan's assistant, the administration of such matters was in his hands. It was impossible that he did not know that he was helping Communism.

HE ENTERS RADIO AND TELEVISION

In 1935, Murrow was employed by the Columbia Broadcasting Company to direct a talk-and-social-events department. He was thus able to get in on the ground floor of news broadcasting, then at its beginning. In 1937, he was appointed by C.B.S. as European Director. His task was to organize a system of news reportage of European events. He distinguished himself in anti-Hitler reports during the years just before World War II. When the war broke out, he became a national figure by his broadcasts from London during the Nazi blitz of 1940. He won the admiration of William S. Paley, President of C.B.S., and, in 1945, he was promoted to the post of Vice-President of C.B.S. He resigned the Vice-Presidency in 1947 and returned to broadcasting.

In 1950, in cooperation with Fred W. Friendly, Murrow inaugurated a radio program called "Hear It Now". In 1951, the partners dropped the radio program and started a television program called "See It Now". This program is still in progress. It is estimated that 3,000,000 viewers listen to it. Later, Murrow added another regular television program in interview form, "Person to Person". He also has a daily radio news broadcast.

HOW HE SLANTS HIS TELEVISION SHOWS

The Galindez broadcasts was one of a series of heavily biased broadcasts and telecasts in which Murrow has praised or favorably publicized Left individuals or causes, or has slandered anti-communists. It is difficult to escape the conclusion that he deliberately rigs his elaborate "See It Now" shows to discredit anti-Communists and to glorify American Leftists.

Let us give a few illustrations. Many others could be cited.

(1) In 1933, he devoted a "See It Now" to the so-called Radulovich case. Radulovich was an Air Force Reserve lieutenant. The Air Force Security Board discovered that both the lieutenant's father and sister had been active in Communist work. The Board dismissed Radulovich as a security risk — a perfectly reasonable decision. Murrow put on a sympathy-loaded program which made Radulovich out to be a martyr. There was such a storm of protest from sentimentalists who saw and heard the Murrow program that Secretary of the Air Harold E. Talbott panicked and ordered the over-ruling of his Security Board and the reinstatement of Radulovich.

(2) In 1934, Murrow held the American Legion up to contempt. The Indianapolis, Ind., American Legion officers had objected to the establishment of a branch of the American Civil Liberties Union in Indianapolis, in view of its subversive record. Murrow, in a heavily slanted program, showed the American Civil Liberties Union in an extremely favorable light in a way to capture public sympathy. But his portrayal of the Indianapolis Legionnaires showed them to be bullying, ignorant figures. One of his clever

touches was to have the case for the A.C.L.U. presented by a Catholic priest. The implication was plain that Catholics are for the A.C.L.U. which is a direct distortion of the truth. As John Crosby, a leftwing critic, described it: "Murrow showed the two meetings — the Legion's and Civil Liberties Union's — jumping back and forth from the regimented atmosphere of the Legion's to the democratic reasonableness of the Union's."

(3) At the height of Senator Joseph McCarthy's campaign against Communism, Murrow deliberately ran an anti-McCarthy "See It Now" program, holding McCarthy up to contempt and trying to get across the impression that he was a thief in his personal life and un-American in his public career. The Communists and Communist sympathizers whom McCarthy had exposed were played up sympathetically as persecuted men and women.

In order to inflame Negroes against McCarthy, Murrow did a broadcast defending Anna Lee Moss, a Negro Communist woman whose Communist Party background had been brought to light by witnesses before the McCarthy Committee and who had been suspended from her Defense Department job. Although the evidence pointed clearly Mrs. Moss's Communist record, Murrow made her out to be a martyr and aroused so much public agitation that a weak-kneed administration reinstated her in her job.

McCarthy protested so vigorously to C.B.S. against the unfairness of Murrow's programs that he was given free time in which to reply.

(4) When Dr. J. Robert Oppenheimer was denied top security clearance by the United States after he had admitted under oath that he had contributed money to Communist causes, that his brother had been an active Communist Party member and associate of the atom spy ring in Berkeley, Cal., and that his wife had formerly been married to a Communist, Murrow proceeded to whitewash him. Oppenheimer was invited to a Murrrow 'Person to Person" program and interviewed admiringly and approvingly. This Murrow telecast did more to rehabilitate Oppenheimer after his exposure than any other publicity.

(5) When Senator Knowland, in 1955, came out in favor of a blockade of Red China in order to free the captive American fliers, Murrow tried to discredit the proposal by telecasting an interview with a Stanford University professor who pooh-poohed the idea of a blockade and argued that it would not be effective.

(6) Murrow staged a 'See It Now' interview with Prime Minister Nehru of India and, with apparent approval, permitted Nehru to make a venomous attack upon Chian Kai-shek, America's ally. Murrow conspicuously avoided putting any embarrassing questions to Nehru, whom he described as 'a great statesman.'

In his news broadcasts and writings, Murrow has repeatedly shown his bias in favor of Left-Wingers and persons accused of Communist activities. He gave a backhanded defense of Harry D. White when Attorney General Brownell exposed him in 1933 as a Communist spy ring member. He testified in favor of Joe Julian, a radio writer who had brought suit against 'Red Channels' for exposing him as 'pro-Communist'. When Owen Lattimore was charged as being pro-Communist by the McCarran Committee, Murrow defended him. In

Lattimore's words:

> "Before I could speak for myself, Murrow kept the record straight by repeatedly drawing attention to the fact that nothing had been proved against me. Later, by... using recordings, he gave me a national forum of my own, so that millions of people could hear me speaking for myself."

So much protest arose against Murrow's loaded telecasts that Alcoa, his original 'See It Now' sponsor, cancelled its sponsorship of his telecasts. However, Murrow has found other sponsors.

Perhaps the best evidence of the light in which the pro-Communists hold Murrow is the fact that Harold J. Laski, the British Russia-defending pro-Communist intellectual, dedicated one of his books to Murrow.

Murrow is one of those extremely dangerous public opinion leaders who claim to be "anti-communist', but who always leap into controversial situations, with powerful mass communication facilities behind them, to defend Leftists and pro-Communists, and to ridicule those who expose them. In the common vernacular he is cute and clever. He has a solemn, sanctimonious manner, behind which he is capable of almost any publicity skullduggery.

One will get nowhere by trying to prove that Murrow is a Commnist. If accused of Leftism he blandly denies it and then proceeds to make his accusers look ridiculous by citing praise which he has received from President Eisenhower or from other ultra-respectable conservatives, or by flaunting his Peabody award. The only way to discredit Murrow is to expone the bias and the pro-Leftist slanding which has characterized all of his public work. If one attempts to fasten the outright Communist label on him, it will simply play into Murrow's hands.

It is natural that he defended Galindez. They are cut from the same ideological stripe.

Those who have worked with Murrow, in all but a few instances, heartily detest him. They have found him a cold-blooded, thoroughly merciless individual. Murrow has collected around himself in the CBS News Department a group of yes-men, several of whom have shady left-wing records. His right-hand man, Eric Severeid, who is in charge of his Washington office, is a former active Socialist, who admitted the fact in his autobiography. One of his broadcasters, Winston Burdett, when flushed out by the House Committe on Un-American Activities, admitted to the Committee that he had been a secret member of the Communist Party for several years. Murrow accepted Burdett's resignation after this exposé, but after the publicity died down, he reinstated him. Another of Murrow's Washington staff' William Costello, was exposed by a witness before the Committee on Un-American Activities of having been a secret attendant at Communist Party meetings in Honolulu before he joined C.B.S. It is obvious that Murrow would not have such assistants around him if he vehemently opposed Communism or Communists.

Pan American Anti-Communist Association of New York Inc.
550 Fifth Avenue, New York 36, N. Y. — CIrcle 7-0689
July, 1957

MR. ED MURROW
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Press Information
485 Madison Ave., New York 22, N.Y.

June 17, 1958

"SEE IT NOW" TO GIVE VIEWERS CLOSE LOOK AT GERMANY AND THE GERMANS THIRTEEN YEARS AFTER V-E DAY IN "WATCH ON THE RUHR," JULY 7

Edward R. Murrow And Veteran Reporter-Camera Crew Seek Answer To Much-Asked Query, "Can You Trust The Germans?," In Examination Of German Industrial, Moral Rebirth; Program Pre-empts "Studio One"

In an attempt to explore and explain the reasons behind the amazing German industrial comeback and to try to answer the critical question, "Can you trust the Germans?," the "See It Now" series will present "Watch On The Ruhr; A Study of Germany 13 Years After V-E Day" on the CBS Television Network, Monday, July 7, 10:00-11:00 PM, EDT. The special broadcast will pre-empt "Studio One" on this date only.

Thirteen years after the nation responsible for World War II was brought to its knees, that nation -- Germany -- has a currency as hard as any in the world; a government more stable than that of France, one of its conquerors; and an industrial complex in the Ruhr Valley that manufactures more trucks and autos than any nation except the United States.

Germany, which in 1945 was forever "to be denied the ability to make and carry arms," is again building an army and an air force. An important part of the NATO defense pattern are the seven German divisions which form only a segment of the vast forces under German Gen-

(More)

eral Hans Speidel, now in command of all NATO ground forces on the continent..

"Watch On The Ruhr" has been in production for more than four months. CBS News Correspondent Richard C. Hottelet and veteran "See It Now" cameraman William McClure have shot more than 100,000 feet of film in Germany, of which the most significant 5,600 feet will be presented on the July 7 broadcast.

Edward R. Murrow and co-producer Fred W. Friendly have examined the extraordinary industrial rebirth of Germany through an examination of the heavily-industrialized Ruhr Valley. They have probed the extent of the modern moral rebirth in the Germany where eight million men, women and children were gassed or machine-gunned to death, in terms of the democratized German Army; the attitude of German youth toward the Hitler years; and the reaction of a Duesseldorf theater audience to a stage performance of "The Diary of Anne Frank." They have attempted to assess the future direction of Germany through a series of interviews with West German Defense Minister Franz Joseph Strauss, Economics Minister Professor Ludwig Erhard, Krupp Works General Manager Berthold Beitz, trade union spokesman Ludwig Rosenberg, opposition spokesman Wolfgang Doering, and talks with the press and university students at Cologne.

In addition to these interviews, viewers will see automated steel mills; the huge Krupp factory where giant electric locomotives are made; the busy German rail yards; the traffic on the Rhine, busiest of all European waterways; a key scene from "The Diary of Anne Frank" and a gay "Fasching" festival at Duesseldorf.

"See It Now" is produced by Edward R. Murrow and Fred W. Friendly. Associate producer is Palmer Williams.

* * *

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Press Information
485 Madison Ave., New York 22, N.Y.

March 19, 1958

"SEE IT NOW" PROGRAM ON FALLOUT INCREASED TO 90 MINUTES
DUE TO IMPORTANCE AND SCOPE OF SUBJECT MATTER

AEC Commissioner Libby Suggests Way Of Limiting Nuclear Explosions; Explains Controversy Over Detecting Recent AEC Under-The-Mountain Explosion, And Tells How It Could Be Vast New Source Of Steam Power

Because of the gravity and importance of the entire problem of fallout from nuclear tests, and the scope and abundance of material gathered by four "See It Now" crews around the world during the past seven months, "Atomic Timetable, Part II: Fallout" will run 90 minutes (5:00-6:30 PM, EST) on Sunday, March 30, over the CBS Television Network, instead of one hour, as previously announced. (This pre-empts CBS Television's "The Last Word" for this date only.)

On the program, Dr. Willard C. Libby, science member of the U.S. Atomic Energy Commission, outlines his proposal to limit nuclear explosions by the world powers, by restricting the total amount of radioactive fallout that each country's bombs may contribute to the world's atmosphere in a given period. Dr. Libby also explains the current front-page controversy over the distance at which the recent AEC explosion of a nuclear device under a Nevada mountain was detected, and

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tells how such underground explosions in the future may prove to be a great new source of steam power.

Interviewed on the program, in addition to Dr. Libby, will be Dr. Hermann J. Muller, Nobel Prize-winning geneticist of Indiana University; Dr. Kenjiro Kimura, Dean of the Tokyo University College of Physics and discoverer of Uranium-237; Dr. Linus C. Pauling, Head of the Chemical Engineering Division of California Institute of Technology and winner of the Nobel Prize for Chemistry in 1954; Merril Eisenbud, Manager of the A.E.C. New York Operations Office, which monitors a world-wide fallout detection network; and Dr. J. Laurence Kulp, Director of the Geo-Chemistry Laboratory of Columbia University's Lamont Geological Observatory, the first scientist to measure the strontium-90 content of human bone.

On the broadcast, viewers will share such uncommon sights and experiences as flying through an atomic cloud; the underground detonation of an atomic bomb at the A.E.C. test sites in Nevada; the ill-fated Japanese fishing boat, "The Lucky Dragon," as it is today, and its survivors; measuring the dispersion of simulated fallout particles at the Hanford Works of the A.E.C. in Washington; development of normal and irradiated human cells at the University of Colorado Medical Center; conscientious objectors eating irradiated food at Fitzsimons Army Hospital in Denver; round-the-world collection and analysis of fallout; and studies of the effect of strontium-90 on fish and animals at the experimental animal farm at the Hanford Works and at the Argonne National Laboratory in Illinois.

Industrial and medical uses of radioactivity are shown in the detection of a leaky heart valve in a patient at St. Luke's Hospital

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in New York; determining the exact location of a brain tumor at the Massachusetts General Hospital in Boston; Cobalt 60 radiation therapy at Argonne Cancer Hospital, Chicago; searching for flaws in the hull of an atomic submarine at the Electric Boat Yard in Groton, Conn.; the use of isotopes in drilling for oil in Oklahoma; wear tests on piston rings at General Motors in Detroit; and in measuring the age of mummies at the University of Pennsylvania.

Among the problems which the scientists will discuss is that represented by strontium-90, new and deadly by-product of the nuclear age, which many scientists say could cause leukemia and bone cancer in great numbers of humans throughout the world, and that represented by genetic mutations in human cells caused by certain kinds and amounts of atomic radiation.

"See It Now" is produced by Edward R. Murrow and Fred W. Friendly. Associate producer is Palmer Williams. Reporter-director on "Atomic Timetable, Part II" is Arthur D. Morse. Other reporters on the March 30 broadcast include Edmund Scott, Gene DePoris, and CBS News Correspondent Peter Kalischer. Photographing the story of radiation and fallout were veteran "See It Now" cameramen Martin Barnett, Leo Rossi, Charles Mack, and CBS News cameraman Wade Bingham.

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MR. ED MURROW
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Press Information
485 Madison Ave., New York 22, N.Y.

January 13, 1958

"FROM PRECINCT TO PRESIDENT: SOME REFLECTIONS BY HARRY S. TRUMAN"
TO BE HOUR-LONG "SEE IT NOW" PRESENTATION SUNDAY, FEBRUARY 2

Former Chief Executive Discusses His Private And Public Life Before, During And After The Presidency; Gives His Opinions On Variety Of Key Topics In Interview With Edward R. Murrow

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The distillization of four days of wide-ranging conversation -- on a host of significant subjects -- between former President Harry S. Truman and Edward R. Murrow will be the next "See It Now" presentation Sunday, Feb. 2, on the CBS Television Network (5:00-6:00 PM, EST).

The program, titled, "From Precinct To President: Some Reflections By Harry S. Truman," was originally filmed by Murrow and co-producer Fred W. Friendly in February, 1957 to provide posterity with a visual document on a President of the United States such as has never before been possible. However, during the past twelve months, much of Mr. Truman's pungent commentary has become so pertinent and timely that the producers decided to release portions of the nearly 50,000 feet of film in the form of the Feb. 2 program.

During the days of relaxed conversation at Mr. Truman's vacation retreat on Islamorada, one of the semi-tropical islands in the

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Florida Keys, he and Murrow discussed almost every topic that had made news during the seven-year Truman occupancy of the White House, as well as intimate details of Mr. Truman's childhood, his young manhood, his early entry into politics, and his historically significant career since then.

The former President speaks frankly and with his accustomed vigor on such vital and pivotal Truman acts as his decisions to fight in Korea, to drop the atom bomb on Hiroshima, and to launch and maintain the Berlin airlift.

As two full "See It Now" camera crews kept shooting, Mr. Truman also expressed himself on many other topics, among them the Presidency and leadership; the Vice Presidency; Constitutional law; foreign affairs (United Nations, Middle East, Nato, Russia); domestic issues (civil rights, tidelands oil, education, the nation's health); the MacArthur dismissal; nuclear weapons and disarmament; unification of the services; politics and politicians; and on various world and national leaders including past Secretaries of State and Cabinet Ministers. The former President also speaks at length on the problems of former Presidents.

When Mr. Truman acquiesced to the unprecedented film interview, he expressed the hope that similar recordings would be made with all Presidents in years to come, because of their great value to future generations. (During the interview, Mr. Truman reveals, on several occasions, that he considers no subject of greater value -- for either public officials or private citizens -- than the study of history). He called attention to the undoubtedly great benefits that

(More)

would have been derived had such interviews with men like Abraham Lincoln, Thomas Jefferson and Andrew Jackson, been available for study by today's leaders.

"See It Now" is produced by Edward R. Murrow and Fred W. Friendly. Associate producer is Palmer Williams. Camera crews for the February 2 program were composed of Charles Mack and Martin Barnett, camera, and Robert Huttenloch and Lawrence Gianneschi, sound.

MR. ED MURROW
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Publicity

Press Information
485 Madison Ave., New York 22, N.Y.

December 26, 1957

CITY OF PHILADELPHIA HONORS "THE LADY FROM PHILADELPHIA"
SINGER MARIAN ANDERSON LAUDED AT CIVIC LUNCHEON

Famed Contralto's Triumphant Tour of Southeast Asia
To Be Presented On CBS Television's "See It Now" Dec. 30

Marian Anderson, one of the most celebrated of living artists, who will be presented to television viewers in "The Lady From Philadelphia; Through Asia With Marian Anderson," on "See It Now," Monday, Dec. 30, (CBS Television, 10:00-11:00 PM, EST), was honored by the city of Philadelphia today (Dec. 26) at a civic luncheon.

Richardson Dilworth, Mayor of Philadelphia, paid the following tribute to Miss Anderson:

"Philadelphia is justly proud of the world-wide fame of Miss Marian Anderson, whose golden voice has thrilled millions of listeners.

"And it is equally proud of Miss Anderson for her unselfish willingness to travel 40,000 miles through Southeast Asia where she sang to thousands who never before had the opportunity to hear her magnificient voice.

"On this tour, Miss Anderson was the living embodiment of our democratic way of life, proving to those who were in her audiences that in America the talented are given every opportunity to be heard regardless of race or religion.

(More)

"It is fitting, therefore, that Americans will be enabled to go on the tour with Miss Anderson, through the medium of television, on the "See It Now" program of the Columbia Broadcasting System.

"Viewers in Philadelphia will be particularly proud of a 'home town girl' who has contributed so much to the American ideals of democracy and freedom."

* * *

Publicity

CBS TELEVISION FEATURE

CBS Television Network
485 Madison Ave., New York 22, N.Y.

December 23, 1957

RICH AND VARIED MUSICAL FARE IN STORE FOR VIEWERS
AS MARION ANDERSON SINGS ON "SEE IT NOW" DEC. 30

"A voice such as Marion Anderson's comes once in a hundred years" ... Arturo Toscanini.

"See It Now" viewers will have the opportunity to hear Miss Anderson's great artistry in a wide range of numbers on "The Lady From Philadelphia," Monday, March 30 on the CBS Television Network (10:00-11:00 PM, EST). The broadcast is an inspiring filmed record of the world famous contralto's recent sell-out tour for the State Department through Korea, the Philippines, Vietnam, Burma, Thailand, Malaya, and India.

On the broadcast, Miss Anderson will sing:

"He's Got the Whole World In His Hands".....(negro spiritual)
"Tramping".....(negro spiritual)
"Heaven, Heaven".....(negro spiritual)
"There's No Hidin' Place Down There".....(negro spiritual)
"Go Down, Moses".....(negro spiritual)

"Home, Sweet Home".....(folk song)
"Comin Through the Rye".....(folk song)
"Ploughboy".....(folk song)

"Ave Maria".....Schubert
"Serenade" .....Schubert
"Mon Couer" (Sampson and Delilah).....Saint-Saens
"Der Schmied".....Brahms

"Lead, Kindly Light".....(Hymn)
"You Have To Be Carefully Taught (to hate)....."South Pacific"

The Malayan National Anthem

"See It Now" Publicity 12/30/57

"The Lady from Philadelphia"

I SINCERELY hope that our State Department does not cut the commercials out of "The Lady from Philadelphia," the recent CBS-TV "See It Now" broadcast featuring Marian Anderson, the singer, when they show prints of the program in Asia. The comments of Mr. Edmond H. Leavey, president of the International Telephone and Telegraph Corporation, which sponsored the broadcast, and those of Edward R. Murrow, the narrator, speaking for I.T. and T., are essential to the propaganda aims of Miss Anderson's 35,000-mile, twelve-nation concert tour. Their remarks create a most favorable impression of American business. "Communication is our business," said the sponsor; then he defined the main problem of international communication today in terms of the question: "Can man get along with man?" Miss Anderson's tour was an act of affirmative communication. Mr. Murrow, noting that I.T. and T. had waived the final commercial, said: "They know that their communication can never be substituted for human communication. Miss Anderson's communication is something with which they—and we—would like to be identified."

This was television in the highest altitudes. What the "See It Now"-State Department- American National Theatre and Academy (ANTA) trio of organizers of the tour were saying, through Miss Anderson to the people of Korea, the Philippines, Vietnam, Burma, Thailand, Malaya, and India, was this: "You have been slaves to white masters from the West. Now you are your own masters, free to choose between the Communists and us. Both are prepared to radiate to you the West's industry, literacy, and material betterment. But the Communists will make you pay a price for that—a second slavery and a poverty of spiritual values. Choose the West and you will gain your freedom and dignity as well as science and technology. Marian Anderson is the image of your own future —if you follow us."

The singer never spoke this argument, of course. Her only instructions from the State Department were: "Be yourself." She gave her own message —in her inspired artistry, her joy, enthusiasm, compassion, humility, and religious faith. Her music was, in turn, a deep yearning, an adoration, a cry for freedom, a national anthem, a morality lesson, and a Christian hymn.

Her doctrine was a sense of journey, a "trampin, a tryin' to make heaven my home." It was, "Now we will do the thing in a new way. . . . There is no particular thing that you can do alone. . . . The 'I' in it is very small, after all. . . . All have a right to enter the gates. . . .One will give his all if he feels that he belongs. . . . Yes, I would sing for Governor Faubus if he were in a frame of mind to accept it for what it is. . . . Do not let hate or fear restrict you from being a big person. . . . All people seek to be great. . . . If all is right on the inside, there is a divine pattern. . . . I will go, I shall go to see what the end will be, because I believe in what I shall find at the end." This is the poetry of feeling, and I know of only one poet in America who sings this way: Carl Sandburg. The ethos of Abraham Lincoln is in his rhythms and Miss Anderson's.

The Asian response to her character and artistry was a complete propaganda triumph, to judge by the pictures and soundtrack of "See It Now." The King of Thailand had never before risen from his throne-chair to greet a distinguished visitor. In India, no visitor had ever been invited to speak at Gandhi's memorial in Old Delhi. The Prime Minister of Burma complimented her on her "good voice, technique, and acting ability," and on her "beauty and charm of mind." At Ewha University in Seoul, Korea, she was awarded an honorary degree for her "Christian service to mankind." In Bombay the tour dramatically illustrated the interpenetration of cultures when, for the first time, "a visiting artist" (Miss Anderson) sang with "the only Western symphony orchestra between Tel Aviv and Tokyo."

Less formal, but nevertheless expressing an undeniable sympathy for Miss Anderson as she greeted them and sang for them "in close fashion" were the faces in her audiences—impassive, rapt children; old men and women; Eastern cosmopolites; peasants; clerks; lawyers. These faces of Asia, photographed and edited with perception and taste, burst with startling, vivid reality upon our parochial TV consciousness, smogged and sodden with the gunsmoke and mayas of Madison Avenue and Hollywood. The United States can be proud to have had such a great lady as Miss Anderson to send forth on this tour.

There were other rewards for the "See It Now" audience here in the United States. We saw and heard a native orchestra in Bombay playing Indian music, which Miss Anderson told us "has resisted all foreign influences." We shared the thrill of an item of raw material for history when, in Kuala Lumpur, in the Federation of Malaya, citizens of the newest nation on earth heard the first singing of their national anthem by a visiting artist. Miss Anderson's journey was not that of an individual—she was a symbol of individuality as it is conceived and given historical meaning by contemporary Americans. The broadcast derived its very moving impact from some degree of awareness in the viewers' minds that they were watching not only a propaganda tour but a veritable collision of many cultures—religious, political, esthetic, ethical. At each moment there were overtones of the diffusion, challenge, and potentials of unique civilizations.

WE MUST recognize that "The Lady from Philadelphia" as an act of high creative imagination in television, marshalling the resources of our technology for great human purposes, is uncommonly rare. There is only one Marian Anderson, not many Ed Murrows and Fred Friendlys, and less than a multitude of sponsors like International Telephone and Telegraph whose institutional character permits them to spend shareholders' money on a TV broadcast like this one. Yet we must never cease to hope, with Miss Anderson, that the gates are there for all to enter. What we peddle to Asia we may well use at home; and we are indebted to "See It Now" for this grand reminder of what TV sometimes is and can more often be.

—ROBERT LEWIS SHAYON.

Miss Anderson—"inspired artistry."

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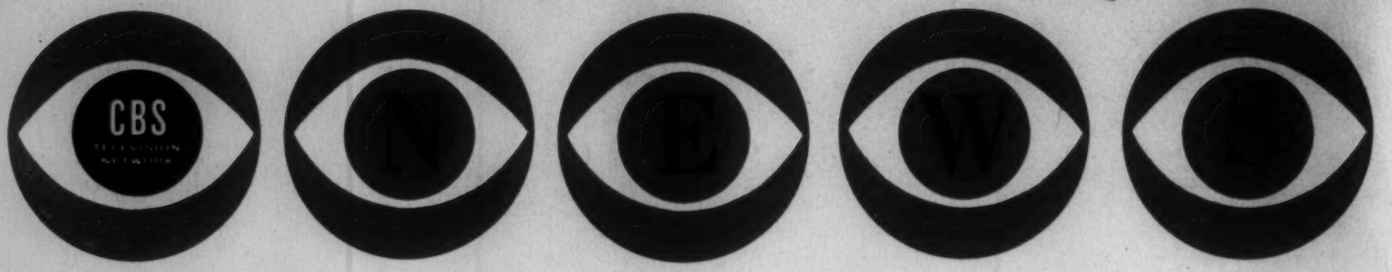


Press Information
485 Madison Ave., New York 22, N.Y.

June 20, 1958

"SEE IT NOW" PROGRAM, "THE LADY FROM PHILADELPHIA,"
WINS SPECIAL ROBERT E. SHERWOOD TELEVISION AWARD

WCBS-TV's "Concept: Freedom," Receives $1,000 Award

The widely-acclaimed "See It Now" program, "The Lady From Philadelphia; Through Asia With Marian Anderson," yesterday (June 19) received a special award for "outstanding excellence" at the Third Annual Robert E. Sherwood Television Awards luncheon at the Hotel Pierre in New York City.

Mrs. Eleanor Roosevelt, in presenting plaques to Miss Anderson, producers Edward R. Murrow and Fred W. Friendly, and Louis G. Cowan, President of the CBS Television Network, announced that the Sherwood Award jurors had "broken precedent" to vote the special award to the Marian Anderson program. Mrs. Roosevelt presented the special award to Miss Anderson "for being 'The Lady From Philadelphia,' -- a symbol of freedom and justice."

The award to Edward R. Murrow and Fred W. Friendly cited the "See It Now" producers for "a television program devoted to freedom and justice."

(More)

The award to the CBS Television Network, accepted by Mr. Cowan, cited the network for "imaginative and constructive reporting" on "See It Now's" "The Lady From Philadelphia."

"The Lady From Philadelphia" was presented on "See It Now," over the CBS Television Network, Monday, December 30, 1957. The program took viewers along, electronically, on the triumphant tour Miss Anderson, one of the most celebrated of living artists, made through Korea, the Philippines, Vietnam, Burma, Thailand, Malaya and India. Miss Anderson's tour was arranged by the American National Theater and Academy for the United States Department of State.

"Concept: Freedom," a two-hour program on individual liberties in America, presented by the Metropolitan Educational Television Association over WCBS-TV, received a $1,000 Award from the Sherwood jurors. The program was produced by Richard Heffner and directed by Frank Jacoby. Sam Cooke Digges, General Manager of WCBS-TV, received a plaque, and a special citation was presented to Dr. Alan Brown, META president.

The Robert E. Sherwood Awards were established in honor of the late Pulitzer Prize playwright by the Fund for the Republic.

* * *

Press Information
485 Madison Ave., New York 22, N.Y.

December 10, 1957

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION TO SPONSOR "SEE IT NOW" PROGRAM WITH MARIAN ANDERSON ON CBS TELEVISION

December 30 Broadcast Of Singer's Southeast Asia Tour To Mark I.T.& T.'s Initial Use of Network Television

The International Telephone and Telegraph Corporation, in its first use of network television, has signed as sponsor of "The Lady from Philadelphia: Through Asia with Marian Anderson" on "SEE IT NOW," Monday, December 30 over the CBS Television Network.

International Telephone and Telegraph Corporation is the American-owned electronic and tele-communications manufacturer with plants, laboratories and operations in the United States and 22 other countries.

Announcement of the I. T. & T. sponsorship was made in New York today (Wednesday) by General Edmond H. Leavey, President of I. T. & T., and by Merle S. Jones, President of CBS Television.

The special "SEE IT NOW" full-hour program will be presented at 10:00-11:00 PM, EST. It will tell, on film, the warm and moving experiences of Marian Anderson, one of the world's most beloved and celebrated artists, on her recent 40,000 mile tour, arranged by ANTA for the State Department, through seven countries in Southeast Asia.

(More)

"Miss Anderson has performed a patriotic service for the United States in transmitting to Asian peoples, through her talent and her personality, the goodwill and honest intention of Americans toward the free countries of Asia," General Leavey declared.

"Our company, which is engaged in furthering communications throughout the free world is proud to have a part in this 'SEE IT NOW' report of Miss Anderson's tour and we believe that in participating in this presentation we are carrying on part of our corporate responsibility to the public, both here and abroad."

"The Lady from Philadelphia" will provide viewers with front-row seats as Miss Anderson sings at the Ewha University in Seoul, at theaters and schools in Manila, Rangoon, Bangkok, Bombay, Delhi, Kuala Lumpur and Saigon, and for members of the 24th Infantry Division at the 48th parallel in Korea.

A woman of great spiritual force, Miss Anderson is also seen discussing religion and citizenship with leaders in these countries and explaining to school children what her songs mean and what her country stands for.

"The Lady from Philadelphia" marks the third time that "SEE IT NOW" cameras have followed an American artist on a tour of foreign lands. On Dec. 2, 1956, the series presented "The Secret Life of Danny Kaye," (since re-broadcast), based on Kaye's unprecedented tour of ten nations as goodwill ambassador for UNICEF, and on Dec. 13, 1955, viewers saw the European tour of Louis (Satchmo) Armstrong.

"SEE IT NOW" is produced by Edward R. Murrow and Fred W. Friendly. The reporter who accompanied Miss Anderson is Gene DePoris. Cameraman was Charles Mack; sound engineer was David Blumgart. ("The Lady from Philadelphia" will replace "STUDIO ONE" for this date only).

Agency for the sponsor is J. M. Mathes, Inc., New York.

MR. ED MURROW
485/12

Press Information
485 Madison Ave., New York 22, N.Y.

December 2, 1957

"SEE IT NOW" TO PRESENT MARIAN ANDERSON'S TRIUMPHANT TOUR OF SOUTHEAST ASIA IN "THE LADY FROM PHILADELPHIA" DEC. 30

Cameras Follow World Famous Contralto On 40,000 Mile Tour For State Department Through Seven Countries In Near East

The sell-out tour of Marian Anderson, one of the most celebrated of living artists, through Korea, the Philippines, Vietnam, Burma, Thailand, Malaya, and India, will be presented to viewers during Christmas Week in "The Lady From Philadelphia; Through Asia With Marian Anderson," on "See It Now," Monday, Dec. 30, over the CBS Television Network (10:00-11:00 PM, EST). Miss Anderson's tour was arranged by ANTA for the U. S. State Department.

Recognized as one of America's leading ambassadors of goodwill, Miss Anderson has sung to standing-room-only audiences wherever she has gone. Frequently, her concerts are completely sold out well in advance of her arrival and, in Paris last year, the demand for seats created a near riot with wire services reporting that the city's critics were happy to find seats on the stairs.

"The Lady From Philadelphia" will provide viewers with front-row seats as Miss Anderson sings at the Ewha University in Seoul, at theaters and schools in Manila, Rangoon, Bangkok, Bombay, Delhi, Kuala

(More)

Lumpur and Saigon, and for members of the 24th Infantry Division at the 48th parallel in Korea.

A woman of great spiritual force, Miss Anderson is also seen discussing religion and citizenship with leaders in these countries and explaining to school children what her songs mean and what her country stands for.

Miss Anderson has performed before audiences totaling more than 5,000,000 people in countries all over the world and has received highest honors from these countries. A perennial maker of headlines, the great artist made international news several years ago when she became the first member of her race to sing at the Metropolitan opera. She holds Japan's coveted Yukosho Medal, Sweden's "Litteris et Artibus" Medal, and Finland's "Order of the White Rose," each award conferred on her by the ruler of the country in each case.

In tribute to her amazing voice, the great Arturo Toscanini told her, "A voice like yours is heard once in a hundred years." World-famous composer Sibelius exclaimed, "The roof of my house is too low for your voice."

"The Lady from Philadelphia" marks the third time that "See It Now" cameras have followed an American artist on a tour of foreign lands. On Dec. 2, 1956, the series presented "The Secret Life of Danny Kaye," (since re-broadcast), based on Kaye's unprecedented tour of ten nations as good-will ambassador for UNICEF, and on Dec. 13, 1955, viewers saw the European tour of the tremendously popular Louis (Satchmo) Armstrong.

"See It Now" is produced by Edward R. Murrow and Fred W. Friendly. The reporter who accompanied Miss Anderson is Gene DePoris. Cameraman was Charles Mack; sound engineer was David Blumgart.

("The Lady From Philadelphia" will replace "Studio One" for this date only).

CBS TELEVISION FEATURE

CBS Television Network
485 Madison Ave., New York 22, N.Y.

SIN

November 20, 1957

"THROUGH THE VIDEO TUBE," OR
"LIFE WITH A 'SEE IT NOW' CREW"

Being a cameraman or soundman for Edward R. Murrow on his "See It Now" television series is quite different from handling the lenses in a Manhattan studio on other television shows.

You may be called upon to film Marshall Tito on a beautiful island in the Adriatic or to chronicle the bitter struggle of a small Tennessee town trying to comply with the law of the land.

Or, as the crew members have been doing for the past several months, you may be called upon to record some of the most exciting, dangerous and vital work in which Man is currently engaged -- the projects under way at our atomic laboratories.

* * *

Bob Clemens, assistant cameraman on a "See It Now" crew, tapped a common chord of frustration during the filming for "Atomic Timetable: Part I," which will be shown on CBS Television Sunday, Nov. 24 (5:00-6:00 PM, EST). After working for days in the midst of the vast and complex array of nuclear equipment at the National Reactor Testing Station, Idaho Falls, Idaho, Clemens suddenly dashed to a wall and began twirling the handle of a pencil sharpener he had noted there. In response to the blank looks of the crew, Clemens blurted out, "This is the first thing I've seen here in three days that I understand."

* * *

(More)

Quite different also, are the conditions under which these men worked during filming on the "Atomic Timetable" show. During part of the time at the huge new nuclear reactor power station nearing completion at Shippingport, Pa., a "See It Now" crew was poised precariously on a hanging steel platform directly over the awesome atomic pile which is the heart of the vast plant. For this chore, the crewmen had to work in tin helmets, new white coveralls and white canvas shoes; all their pockets were sealed; all rings were removed; eyeglasses were taped into position. All of this so that no impurity, not even the lint from their clothes, could possibly fall into the chemically pure reactor below.

* * *

Nerves of steel to match their equipment were required of the "See It Now" technicians when they were required to shoot -- through a protective layer of water -- the removal of "hot" uranium elements from the core of an atomic reactor. Without the intervening water, any of the radioactive elements would have been deadly enough to kill instantly everyone within a large radius.

* * *

Sometimes the job calls for quelling powerful instincts. Clemens, a victim of acrophobia (dread of height) was part of the crew that shot the fascinating experiments under way at the Tower Shielding Facility at Oak Ridge. In these experiments, a huge "live" reactor is slung on thick cables high above the tree-tops and a shielded metal cage, representing crew quarters of a possible atom-powered aircraft, is brought closer and closer to the reactor. The crew was required to set up shop on a thin metal bridge, 150 feet above ground, constructed of open beams.

* * *

(More)

The "See It Now" crews were required to submit to a complete body and equipment check for radioactivity daily while working in and around the atomic reactor sites. Each day, 1500 pounds of gear had to be wiped with a special cloth which was then submitted to a Geiger counter. During one such check, "See It Now" reporter Arthur Morse had the heart-quickening experience of hearing the counter report the presence of radioactive particles on his person and being rushed to the decontamination chamber. Examination located the radioactivity on Morse's right shoe, a dose far below lethal size, but still a most unusual occupational hazard.

* * *

Throughout the filming of "Atomic Timetable: Part I," one of the most irksome hardships, suffered by all members of the crews including Edward R. Murrow and co-producer Fred Friendly, was the absolute ban on smoking while at the reactor sites.

* * *

The Nov. 24 program is the first in a "See It Now" series devoted to peacetime uses of the atom and the men who are creating an atomic age. Great scientific leaders who will be interviewed at length by Murrow are Admiral Lewis E. Strauss, Rear-Admiral Hyman G. Rickover, Dr. Edward Teller and Britain's Sir John Cockcroft.

Atomic locations visited by the "See It Now" cameras include the huge Shippingport reactor power station, a joint project of Westinghouse Electric Corporation, Duquesne Light Company and the A.E.C.; Southern California Edison's generating plant at Santa Susana, utilizing power furnished by a nuclear reactor built by Atomics International,

(More)

a division of North America Aviation, Inc.; the Chemical Processing Plant and Materials Testing Reactor operated by Phillips Petroleum Company at Idaho Falls; General Electric's Aircraft Nuclear Propulsion Division at Idaho Falls and Atomic Laboratory at Vallecitos, Cal.; the Argonne National Laboratory in Chicago, and the British atomic installations at Calder Hall and Harwell.

* * *

MR. ED MURROW Sir
485-417

Press Information
485 Madison Ave., New York 22, N.Y.

November 4, 1957

"ATOMIC TIMETABLE" SERIES ON "SEE IT NOW" TO SHOW VIEWERS ACHIEVEMENTS, PROBLEMS AND GOALS OF ATOMIC SCIENTISTS

Part I, "Fission, Fusion And Abundance," Will Feature Peacetime Industrial Uses Of Atomic Energy, Nov. 24

"See It Now" cameras will take viewers along the exciting road to limitless power when they focus on current developments and trends in the application of atomic energy to peacetime industrial uses in "Atomic Timetable, Part I: Fission, Fusion And Abundance," Sunday, Nov. 24, on the CBS Television Network (5:00-6:00 PM, EST).

Future programs in the "Atomic Timetable" series will cover latest developments in medical and military applications of atomic power.

In "Fission, Fusion And Abundance" viewers will see fascinating and little-known details of some of the vital projects currently under way in the world's leading atomic laboratories. These include the Argonne National Laboratory in Chicago; the National Reactor Testing Station in Idaho Falls; the huge new nuclear reactor power station at Shippingport, Pa.; the world's first full-scale nuclear power station at Calder Hall in England; and an experimental reactor in Japan.

A highlight of the Nov. 24 broadcast will be the awful sight of deadly radioactive fuel elements -- glowing eerily at the bottom of

(More)

a 60-foot swimming pool -- being readied underwater for shipment to various atomic testing stations. Another high point of the program will be the showing -- for the first time on television -- of the "Reactor in the Sky" at Oak Ridge. In the Tower Shielding Facility at the famed atomic research center, work is currently proceeding -- high above the tree-tops -- in testing methods of shielding the crew of atomic powered aircraft from the fatal radiations of atomic power plants.

In the "Atomic Timetable" series, "See It Now" will emphasize for the national viewing audience how rapidly Man is approaching the ends of two roads: one leading to a veritable Utopia based on an abundance of power to do the world's work, and the other leading to his complete and final extinction.

Distinguished scientists appearing on the program will include Admiral Lewis L. Strauss, Chairman of the Atomic Energy Commission; Rear Admiral Hyman G. Rickover, in charge of nuclear development for the U.S. Navy; Dr. Edward Teller, generally referred to as the chief architect of the hydrogen bomb; and, from Great Britain, leading atomic scientists Sir John Cockcroft and Sir Christopher Hinton.

Other phases of industrial atomics to be covered on the initial program will include the recovery of uranium from used fuel elements and the preservation of basic foods through atomic irradiation for periods up to several years, without refrigeration. Viewers will see conscientious objectors at Fitzsimons General Hospital in Denver consuming irradiated food as part of a long-range program testing the effects of such irradiation on humans.

(More)

"See It Now" is produced by Edward R. Murrow and Fred W. Friendly. Reporters for "Fission, Fusion And Abundance," in addition to Murrow, are Charles Collingwood and Arthur Morse. Cameramen are Leo Rossi, William McClure, and Martin Barnett. Soundmen are Robert Huttenloch, Maurice Reitberger, and Larry Gianneschi.

"See It Now" is sponsored by Pan American World Airways. Agency for Pan American is the J. Walter Thompson Company.

* * *

Rickover at Shippingport Mar 26.

dictated by his secretary

"The Shipping Port Station represents the combined efforts of many organizations. No one organization and no one man is responsible for what has been accomplished. Those who work so hard and with such personal sacrifice to speed each part of this project to completion can never be given full recognition. It is to them - and to their families - that I wish to pay tribute today. This atomic power station is their offspring. Whatever credit there is belongs to them.

"As for myself, I am most grateful to have the privilege of being associated with this project - to be able to contribute whatever I can.

"Now that we have unlocked the energy of the atom man holds in his own hands the power to change his environment. Up to now, he has been able to accomodate himself to nature, but not to modify it. This power to modify his environment on a scale which can affect all humanity imposes on man a great moral and political responsibility. In attempting to do God's work, God help us if we do not do it wisely."

~~The End.~~

SIN

Press Information
485 Madison Ave., New York 22, N.Y.

June 10, 1957

WALTER REUTHER, THOMAS WATSON, JR., M.I.T. PROFESSOR GORDON BROWN DISCUSS FUTURE IN TERMS OF AUTOMATION ON "SEE IT NOW"

Walter P. Reuther, president of the United Auto Workers and executive vice-president of the AFL-CIO, said yesterday (Sunday, June 9) on CBS Television's "See It Now" program "Automation: Weal Or Woe" (5:00-6:30 PM, EDT), that there's an urgent need for the joint creation by government, business and labor of "a technological clearinghouse to measure the impact of automation upon the displacement of labor and the American economy."

Reuther, interviewed on "See It Now" by Edward R. Murrow, went on to state that "General Motors knows about the automotive industry, General Electric about the electrical industry, the Standard Oil Co. about petroleum, DuPont about chemicals -- but there is no place now in the U.S. where anyone has pulled together all of the threads of this problem of automation and tried to weave it into a total pattern. What we've been suggesting is that free labor and free management, in cooperation with free government, ought to create some sort of a technological clearinghouse where there could be a central place where we could assemble all of the data on automation, and then begin to plan, as free people, to meet the problems and to realize the premise of the greater abundance that these machines will make possible."

(More)

Reuther also spoke about the need to re-train workers with the growth of automation. "We've got to re-train workers so that they can be absorbed at new skills as automation changes the character and the composition and the requirements of each job," Reuther stated, "but all of this will require some advanced planning, and one of the things that concerns us at the present time is that there is no place where we can get a total look at what is happening to the American economy in terms of the long pull."

Thomas J. Watson, Jr., chairman of the borad of International Business Machines, had this to say about automation when interviewed on "See It Now" by Mr. Murrow: "Automation will reduce the requirement for repetitive, non-creative thinking, but I certainly think it will increase the opportunity for men to think on the imaginative, creative lines. A good deal of this human element at the moment is semi-useless. I don't visualize great hordes of people being thrown out of work by automation in any given industry...the process is a very slow one. Automation is really just an extension of the industrial revolution."

Also interviewed on "See It Now's" "Automation: Weal Or Woe" was Professor Gordon B. Brown, of M.I.T., one of the outstanding authorities on automation and cybernetics (the science of automatic computation). This is what he said: "Automation is not the third industrial revolution. It is a wholly new kind of revolution. It's an intellectual revolution. I think the human being has to become smarter, he has to become better educated. We'll have to come up with new ideas about how we can work one with another -- new ideas in terms of the values of human contact, and a better and more harmonious marriage between government, labor, management and John Q. Citizen. I think the future is terrific. I wish I were going to live for another hundred years."

"See It Now's" "Automation: Weal Or Woe" was produced by Edward R. Murrow and Fred W. Friendly.

SIN

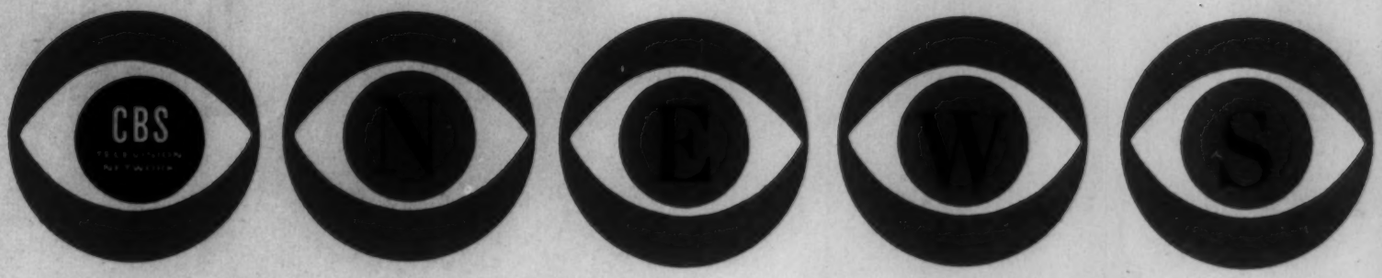
AUTOMATION Weal or Woe?

Twentieth century man is on the threshold of a new era of human experience. The imminent electronic revolution offers the temptations of unparalleled productivity — but presents an unparalleled problem. Will it bring him productive leisure — or the dangers of enforced idleness? Don't miss this hour-and-a-half exploration of the coming age of automation produced by Edward R. Murrow & Fred W. Friendly on

SEE IT NOW ON CHANNEL 0

Today at 0 pm WAAA-TV on the CBS Television Network

MR. ED MURROW



Press Information
485 Madison Ave., New York 22, N.Y.

August 19, 1954

EDWARD R. MURROW'S "SEE IT NOW" STARTS FOURTH SEASON AUG. 31

Edward R. Murrow's award-winning news feature series, "See It Now," returns to the air for its fourth season under the sponsorship of Aluminum Co. of America, Tuesday, Aug. 31 (CBS Television, 10:30-11:00 PM, EDT).

The program, edited and produced by Murrow and Fred W. Friendly, is one of the most widely cited programs on television. In the spring and summer of 1954 alone, "See It Now" and its principals received more than 20 citations from a cross-section of representative groups, including doctors, educators, factory workers, reporters and publishers. Most recent honor is the selection of Murrow as winner of the Freedom Award to be presented by Freedom House in October.

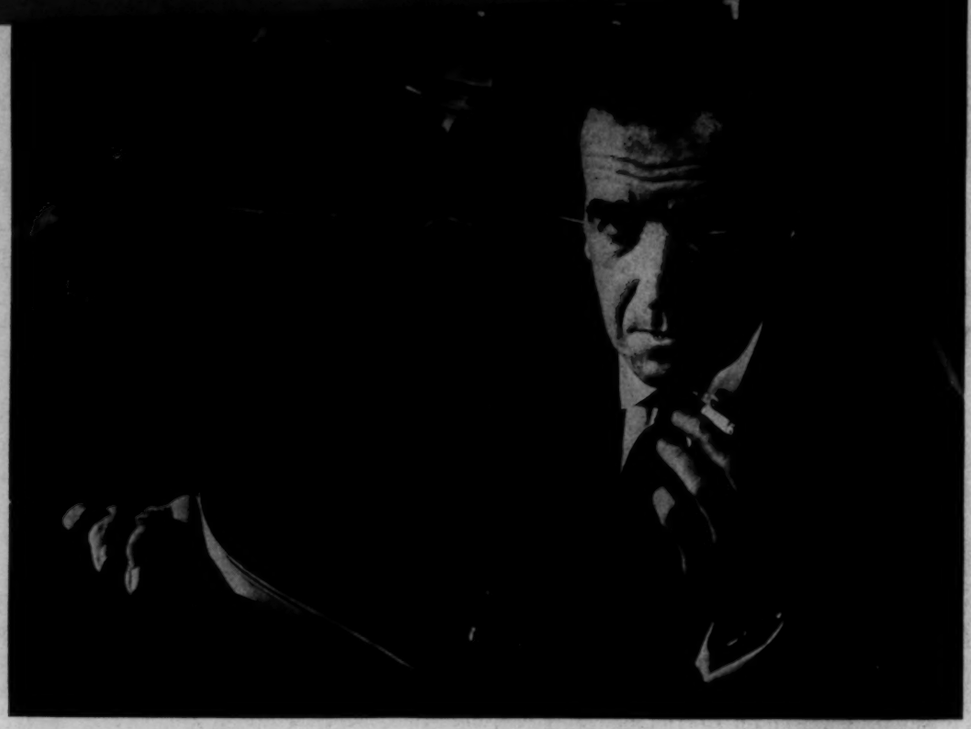
Among awards presented to Murrow and "See It Now" are: George Foster Peabody (4th presentation); Overseas Press Club (6th presentation); Russwurm (National Newspaper Publishers' Association); Sidney Hillman Foundation; Oberlin, Hamilton, La Salle and Roosevelt Colleges; National Association for Mental Health; Robert Flaherty (documentary film); Page One (Newspaper Guild of New York); Chicago Council on Foreign Relations; Philadelphia Fellowship Commission; Advertising Club of New York; Academy of Television Arts and Sciences and Radio-Television Daily.

Fuller & Smith & Ross, Inc., is the agency for Alcoa.

March, 1952

EVERYONE CAN "SEE IT NOW"

SIN Publicity



Casual cigarette and intent face of Edward R. Murrow trademark the CBS-TV show, "See It Now." Not so poised is his high 80's, left-handed golf game which reminded a friend of a duck, because "according to every known rule of aerodynamics, a duck cannot fly."

By Gertrude Bailey

THE PACIFIC and Atlantic Oceans were visible simultaneously on television for the first time in history on November 18, 1951. Many viewers missed this event when, in celebration of the first transcontinental TV cable, pitchmen, horse operas, Hollywood stars, and politicians were bursting into every living room.

To televise two oceans by "live" pickups from America's East and West Coasts, Columbia Broadcasting System TV cameras were stationed on San Francisco's Telegraph Hill and on Governors Island in New York.

This was Reporter Edward R. Murrow's way of covering the event. It also served to introduce "See It Now," a half-hour Sunday afternoon TV show that in three months has built a 25-million national audience for CBS Studio 41, where a series of monitor screens, and Ed Murrow out in front, document the week's news with the people and places that make the news.

"In less knowing hands than Murrow's, the simultaneous pickup of two coasts might have been only an amazing stunt," wrote Critic Jack Gould in the *New York Times,* "but he also pointed the meaningful moral: Television is a medium to be approached in humility."

"A TV cable does not have the power to change any man," is the way Murrow explained his approach to the news. "I am too radical and too conservative, too serious and too frivolous," said Murrow. "At the same time I am a reactionary, a socialist, anti-Truman, and anti-Republican — and I have the letters to prove it."

Murrow resigned the vice-presidency of CBS in 1947 to get back to

shirt-sleeve reporting, two-finger typing, and a daily routine that his associates describe as "bleeding over his copy." But, he's still a member of the Board of Directors of CBS.

"See It Now" is the sight-and-sound development of an idea and collaboration that began in 1948 with the widely-acclaimed "I Can Hear It Now" albums made for Columbia Records. In those albums, Murrow narrated a continuity for actual voices and sounds of the men and women who made history from President Franklin D. Roosevelt's first term of office to the end of World War II.

Last season on the CBS radio series "Hear It Now," Murrow and his co-producer, Fred W. Friendly, attempted to do in a week's time what they took months to do in their record albums. They won a George Foster Peabody citation for their efforts. Murrow continues to be heard regularly on CBS radio, "Edward R. Murrow and the News," 7:45-8 PM, EST.

Dignified but not stuffy, Murrow has a serious expression that breaks into a boyish, radiant grin at times. As an on-camera editor and narrator, he shows no signs of tenseness in front of the cameras. A handsome man of 43 with a direct gaze from deep-set eyes punctuated by furry eyebrows, he introduces his subject with a confident voice and an economy of words.

Invariably smoking a cigarette as the show opens, Murrow is master of the situation. In a new medium that can be unpredictable, most of the programs have been polished productions with smooth transitions. Typical was a recent half-hour that included a feature film visit to SHAPE's headquarters in France and an interview with General Eisenhower; flashes from Churchill's speech before Congress in Washington; and sandwiched between the two, a live demonstration of a new scientific discovery, Krilium soil conditioner, with a direct line to Monsanto laboratories in St. Louis for an interview with Dr. C. A. Hochwalt and other company scientists who helped to develop the product.

In an effort to take televiewers into untelevised territory, Murrow sometimes tries the impossible, like televising from the control room of a submarine while surfacing. In that case, cables were run from the submarine control room to a flat-top LSM anchored a safe distance away. Picture and sound were scheduled to be relayed two miles to a broadcasting point on the shore. Murrow explained later than only snatches came through, for every time the LSM yawed one degree with the tide, the picture "tore." But submarine engineers considered the experiment successful. CBS technicians now believe it would have worked if they had been able to get all of the TV equipment into the submarine. Commented Murrow: "We have a lot to learn."

He calmly told his TV audience as much the day an ambitious film report on peacetime uses of atomic energy got out of synchronization. That was the day Murrow was forced to use the "life boat," an audience tour of the control room previously agreed upon by the staff if anything ever went wrong. The staff had agreed on another point: that the men in Telecine (control room) were not to talk back when Murrow addressed them, since they were always on the air.

After the tour, Murrow decided to let the audience in on the difficulties.

"It's all right, fellows, you can talk. What's going on up there?" he asked.

Telecine staff members interpreted this as meaning they were off the air and came right back with "We're working like hell trying to fix it."

At this, Murrow slowly swung around to smile into the camera. "Brief, but eloquent," he said, and then quickly added, serious again, "We can learn a lot about atomic energy, and as you can see, we have a lot to learn about television."

Just as brief and eloquent, and an example of the economy of words which typifies Murrow's usual narra-

Viewing two oceans 3,000 miles apart simultaneously was accomplished for the first time on "See It Now." This is how the event looked on the monitoring screens in the CBS-TV studios, with the Pacific and the dim outline of the Golden Gate Bridge at left, the Atlantic at right.

The teamwork of Edward R. Murrow (left) and his co-producer of "See It Now," Fred W. Friendly, makes the show possible. Murrow still has a sense of frustration about television, "because we can't get all the news in the program, and it's tough getting pictures."

tion, was his introduction of Monsanto's Krilium soil conditioner:

"We sometimes forget that man lives by the soil and a great many men have died to defend it . . ."

The atomic energy film that got "out of sync" later ran six hours without a hitch, and without an audience.

Now Murrow and Friendly agree that they will always have a duplicate print, just in case. They had two prints when they repeated the program January 27, and the first one worked fine when it was run.

Coverage for "See It Now" is provided by four special mobile camera crews; films from CBS-TV news correspondents abroad, all of whom are equipped with movie cameras; clips from CBS-TV's own local and freelance camera crews; and from newsreel crews especially briefed, covering the world. The films are processed and edited in New York City. Aluminum Company of America now is sponsor of the program.

Most of the "See It Now" crew worked for Murrow and Friendly on "Hear It Now." Among them are Reporter-Editors Ed Scott, John Aaron, and Jesse Zousmer, who plan and time live pickups and help to plot feature film pieces. (Aaron visited St. Louis and set up the live pickup on Krilium soil conditioner at Monsanto on January 6.) Each week, as the program goes on the air, will find at least three of the reporters in different sections of the country supervising pickups. One camera crew spent nine days filming the story of coal miners in Grant Town, Va. Five days was actual shooting time, and three days of this were spent in the mines.

Theatre-type 35-mm. film is used instead of 16-mm. For better sound quality, sound is recorded on tape and subsequently synchronized with the film. No stills are used and the producers promise: "There'll be no barking dogs or bathing beauties."

One of the ways Murrow and Friendly can judge the increasing impact of "See It Now" is by the number of widely-known personalities who want to appear on the show. When Governor Adlai Stevenson of Illinois, after a visit with President Truman, wanted to deny front-page stories that he intended to be a presidential candidate, he chose "See It Now" and an interview with Murrow to announce his candidacy for "reelection for governor of Illinois."

"We are trying not to get too big for our britches," is the way Murrow interprets his plans for "See It Now." "We will endeavor to assist the listener in weighing and judging developments throughout the world, but will refrain—particularly with respect to all controversial, political, social, and economic questions – from trying to make up the listener's mind for him.

"Occasionally we have politicians, not often, and we are critically nonpolitical," Murrow emphasized.

Maybe this is why, after Irving Berlin appeared to sing his original words to "I Like Ike," Murrow announced: "If any other candidates come along with a song as good as 'I Like Ike,' we'll be glad to use it on the program."

Following Berlin's appearance, Murrow heard that the *Chicago Tribune* had predicted that "See It Now" was more likely to present a political song entitled, "I Like Kefauver," and the paper was willing to bet no one would get up and sing, "I Like Taft." Murrow challenged the editors to get Cole Porter to write a song about Taft and he'd use it.

Beginning this month, "See It Now" will be broadcast in France, the first regularly-scheduled foreign program carried by the French National Network. The show will be carried by television, recording in the original version with French subtitles. In an exchange agreement, "See It Now" will have the right to select film documents from the French television "Magazine of the Air."

In the works is a "tail" piece (TV equivalent for feature story) on Israel. Murrow deliberately picked

Honorary membership in the crew of the U.S.S. *Sablefish* (shown surfacing) was the reward for the CBS-TV team which accomplished the first telecast from a submerged submarine. Wind and yawing of the LSM (in the foreground) caused the most trouble. A multiple microwave link from the submarine to the LSM to a mobile unit two miles away on Long Island and thence to the Empire State building was the involved process necessary for the feat.

"a little Irishman" who was far removed from the scene and not too close to the history of Israel to send for this assignment, because he consistently seeks the fresh viewpoint and "if the whole venture is understandable to Ed Scott, the rest of us will understand it, too."

Adding to the TV firsts on "See It Now" was the February 17 telecast of a heart operation from Philadelphia.

While this surgical sequence had been broadcast in full color to a limited audience of doctors, this was the first time that the public had been allowed to see it on TV.

Ed Murrow won fame as a reporter without ever working on a newspaper. Son of a farmer and locomotive engineer of Greensboro, N. C., he made Phi Beta Kappa at Washington State College; worked in forests as a timber cruiser during college vacations; served as compassman and topographer; became president of the National Student Federation of America in 1930-32, when he visited 300 American schools and traveled extensively throughout Europe. In 1932, he was made assistant director of the Institute of International Education in charge of foreign offices in London, Paris, Geneva, and other European centers. That experience, plus his ability as a speaker, helped win him his first position with CBS radio in 1935, when he became director of Talks and Education.

In 1937, Murrow was CBS radio's sole representative in England. His job was to arrange cultural programs. But in 1938, when he was en route to Poland to set up a children's broadcast, the Nazis marched into Austria. Alone, Murrow chartered a 23-passenger plane and got to Vienna in time to describe the arrival of the German troops. From there he went to London, formed the network's roster of correspondents, and began covering some of the events that were to shake the world. The rest is radio and TV history.

Called frequently "the best known and most influential American commentator," Murrow insists that the mechanics of television and radio do not confer great wisdom or infallibility on any individual.

"I try to be a reporter," he says. "A commentator is a kind of oracle, and I am never so sure I'm right."

A clutter of television apparatus only added to the ordinarily complicated appearance of Monsanto's Lab 19 during the sequence on Krilium soil conditioner made from the company's St. Louis laboratories. Dr. C. A. Hochwalt, Monsanto vice president, at left, is shown before the KSD-TV cameras which handled the remote telecast. He described demonstrations by Dr. Dave Mowry and Dr. Mel Hedrick of the Central Research Department.

(SIN Publicity Sp.

No Barking Dogs, Bathing Beauties on 'See It Now'

By JOSEPH WEGLARZ

BEFORE the Columbia Broadcasting System's television show "See It Now" was premiered, Fred W. Friendly, co-producer with commentator Edward R. Murrow, said, "We can promise one thing—there'll be no barking dogs or bathing beauties on 'See It Now.'"

Using the facilities of mobile camera crews in Korea, Washington, Europe and on roving assignments, a staff of ten editors and CBS correspondents throughout the world "takes the world and dumps it into your living room," Friendly says.

Murrow, who narrates the show from a swivel chair throughout the half-hour on the air, has brought to the new medium what Jack Gould, radio critic of the "New York Times," calls the "original thinking," which television has been starving for.

Program Responsible For Many 'Firsts'

In his opening program Murrow showed for the first time "live" shots of both the Atlantic and Pacific Oceans on the same screen. From that time on, "See It Now" has added another notable first to its list each week it has been on the air.

The editors of "See It Now" didn't run dry of ideas after the radio critics had reviewed the show. They began developing a style that newspaper publishers could begin worrying over. News commentators on television previously gave the publishers little to be vexed about when they used overworked pictures of the scattered wreckage of an airliner, tanks rolling on the Korean front and sad-faced lost dogs. They did little to improve over the reporting of their colleagues on radio.

Murrow, realizing that the full potential of television had not yet been reached, directed his staff to rip out from the thousands of feet of film that they edit each week any scene resembling a rehearsed speech or directed action. As a result, the show which originates from the actual control room of Studio 41 in the Grand Central Building and received by thirty-five TV stations throughout the country has the appearance of a "living newspaper," easy to read and many times more informative.

Followed Blood from Donor to Korea

In a feature film on blood, Murrow's cameramen followed a pint of blood from the donor in the states to the Korean front. The pilot of the helicoper delivering the blood to a field hospital was asked to say a few words on the need for it. His comment, an eulogy on Murrow, was cut from the final showing. Murrow said, "It looked like we were patting ourselves on the back."

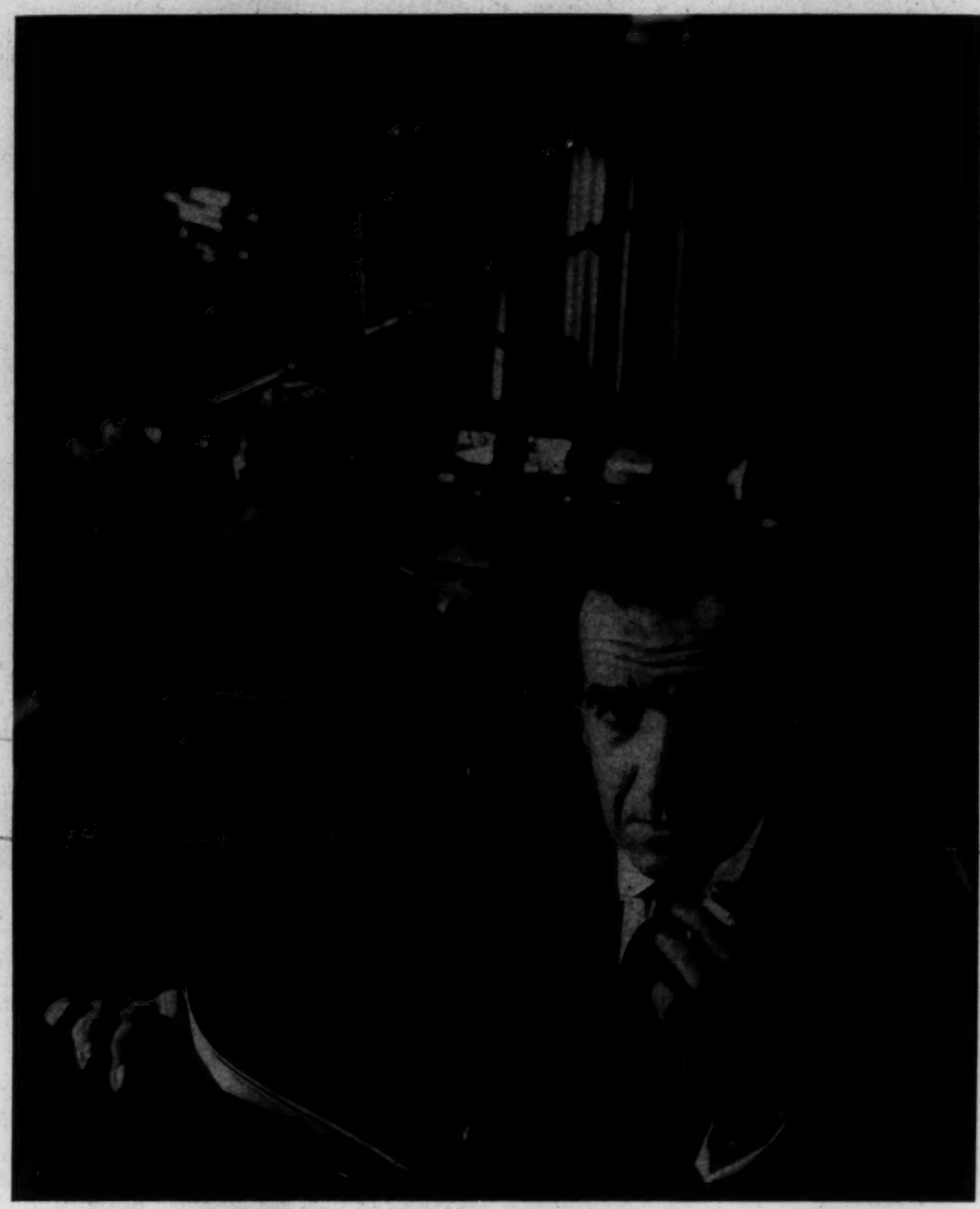
The monitor from Studio 41 is also silent at times. The editor of "See It Now" believes that the face of a wounded soldier can more adequately describe pain than a sheet of yellow copy paper.

After a few performances on the air by a cast that lived the parts that they played, "See It Now" has been called both a documentary and a news show. A documentary because it records the feeling of the times and a news show because it screens events that will effect the news of tomorrow.

A feature film on SHAPE shows the working organization of General Dwight Eisenhower's command and measures its function with an eye focused 365 days from today. A documentary on coal miners takes the camera 650 feet below the surface of a mine in Grant Town, West Virginia, and travels with a section crew from Federal Mine No. 1 from the time they enter the mine until they leave.

The faces of the miners when they leave are coated with black dust and their eyes have long given up hope of ever leaving the mines. The week after, Murrow took his television camera to interview a mechanical brain, a machine that does the work of many men and eliminates thousands of hours of labor. "A machine," Murrow says, "that can do anything except dig coal."

Murrow looks at a commentator as a kind of oracle, and instead tries to be a reporter who is never sure he is right. He shows this quality of uncertainness through the many hours that he spends on making "See It Now" a top television presentation.



Edward R. Murrow at work on CBS' "See It Now" from Studio 41.

The painstaking quality that goes into "See It Now" is best reflected in the time spent on its feature films. Days are spent in filming a sequence that will be screened for only a few minutes. Murrow is a "bleeder" who sweats over every second that goes into his show and is never satisfied. His editors, cameramen, film-cutters and assistants are kept busy cutting and rewriting, and always seem to need more time and help.

His long time friend and co-producer, Fred W. Friendly, says that his average work week ranges from eighty to ninety hours.

Friendly is the inside man who spends half his time watching news rushes and the other half on the long distance telephone. He may call a scientist out West, a correspondent in England or a congressman in Washington. His day may close with a visit from a worried CBS executive who has seen the show's budget.

The cost of a week's performance on "See It now" runs to about $20,000 a week which is believed to be the highest figure that any network spends for a once-a-week half-hour news show. The top money spender in the news class is the early morning NBC-TV show, "Today," which goes on Monday through Friday from 7 to 9 a.m. (E.S.T.).

The usual procedure in a sponsored program is for the client to pay for the air time plus the expenses of the show, such as the salaries of entertainers, directors, writers, cast and cost of sets. ALCOA has deviated from the usual policy and a share in costs agreement was arranged between client and network. A tightened budget can be measured on "See It Now" by the length of time spent on its feature films. The longer the films run, the lower the budget.

When all the film has been edited, copy written and a few hours of rehearsal on Sunday morning have been rushed through, "See It Now" is ready for another Sunday afternoon showing. At air time (3:30 p.m., E.S.T.) the camera shows the control board of Studio 41 and then focuses on the boom cameras in the background. The only signs of formality on the show are the coat-wearing technicians and Murrow, neatly attired in a favorite pin-striped suit. The sound studios of "Hear It Now" have seldom witnessed the protocol of "See It Now" but the shirt-sleeved attitude is still there on the screen through the informality of the presentation.

When Murrow first showed the two great oceans on the same screen, some people called it a stunt. They wondered how he would utilize the new medium in "an out-of-the-ordinary news show." The answer was pictorially portrayed in a special pre-Christmas presentation which illustrated the scope and technique that "See It Now" tries to achieve.

Thirty-seven television cameras were used to depict a country in the holiday spirit, setting a record for the use of TV cameras on a single television show.

Servicemen were shown debarking from a troopship in San Francisco. There was a shot of the festivities in Hollywood. Another in a mail room of a Chicago post office showed the gigantic piles of cheer that plague a big city during the holiday seasons. From there, the camera went to a party for crippled children at the Shriner's Hospital in St. Louis. It paid a visit to Cleveland to show sailors decorating their ships for Christmas, and then moved on to the mansion of a Kentucky colonel. Scenes of the crowds in Grand Central station were shown and the program closed with a shot of a party in a home for children. It was unrehearsed and another first for television by Murrow.

Tape Breaking Always a Threat

When the television camera is not used, the sound heard on the film is recorded on tape similar to the one used by Murrow on "Hear It Now." A 35 mm. film, the same as used in professional movie-making is used instead of 16 mm.

The danger of the tape breaking always threatens Murrow on Sundays. During the running of a film on the first peacetime use of atomic energy, explaining how radioactive iodine is used in the treatment of thyroid cancer, the tape broke and a *blah-blah* sound accompanied the film. His ad-libbing was so adept that for a moment it seemed as if "reporter" Murrow planned it that way. When the *blah-blah* came again after the tape was repaired, Murrow told his audience, "We had endeavored in our film to show you something about radioactive iodine which we didn't know anything about. It now seems that we don't know anything about television either."

The sponsor of "See It Now," the Aluminum Company of America, cooperates with Murrow in presenting a different type of commercial. The atmosphere of the show is kept alive with the commercial which is designed to be informal and instructive and is minus the jingle or polished agency copy. Murrow also has an agreement with ALCOA that its commercials will not interfere in the quality of the show, and should some Sunday's show need an extra minute, the time comes off the commercial. One show recently ran too long, and "See It Now" closed without any commercial.

Aims For More Than Entertainment

Murrow, who also has his own radio program on CBS five nights a week, "Edward R. Murrow and the News," has made Sunday afternoons more than an entertaining half hour for his television audience. He has presented the gory as well as light side of the news, and his sometimes stinging comment may have left an unpleasant feeling after the noon-day meal.

"See It Now" has taken a big step forward in using the new medium of television as a means of presenting a sight and sound review of the news of the week. It only remains now to see what influence it will carry in any new programming that the TV networks will undertake.

Television NEWS FROM CBS

October 29, 1951

"SEE IT NOW," MURROW-FRIENDLY NEWS SERIES,
MAKES DEBUT OVER CBS TELEVISION NOV. 18

Aluminum Co. of America To Sponsor Program
Beginning With Broadcast of December 2

"See It Now," produced by Edward R. Murrow and Fred W. Friendly, the ultimate sight-and-sound development of an idea and collaboration that began with the widely-acclaimed "I Can Hear It Now" albums for Columbia Records, makes its debut as a weekly news program over the CBS Television Network, Sunday, Nov. 18 (CBS-TV, 3:30-4:00 PM, EST).

Two weeks later, on Sunday, Dec. 2, the Aluminum Company of America begins sponsorship of the program.

"See It Now," television successor to CBS Radio's "Hear It Now," which won a George Foster Peabody citation last season, projects into the medium of sight and sound the Murrow-Friendly technique of presenting the news through the people who make the news. Persons and

(More)

events on the front pages during the week will be seen and heard on "See It Now." The program will be in effect the news magazine of television.

With Murrow as on-camera editor, the news will be presented through live pickups of events, and with motion pictures specially filmed for "See It Now." The news will include personal interviews, overseas reports, biographical features, human-interest stories, documentary features and late news breaks.

The program will be backed by the news-gathering facilities of CBS Television News. There will be reports from the top news agencies; films from CBS Television News correspondents abroad, all of whom are equipped with movie cameras; clips from CBS-TV's own local and free-lance camera crews, and from newsreel companies covering the world. Still pictures will be available from the wires of a specially leased International News Photo circuit and from the CBS Television Network's huge files. Graphic illustrations - animated charts, maps, diagrams, special effects - will be provided by CBS-TV's own staff of news artists.

In addition, "See It Now" will have the exclusive use of four mobile camera crews, each consisting of a reporter, cameraman and soundman. One is in Korea, another in Washington, a third accompanied Murrow to Europe in his coverage of the British elections, and the fourth, at this writing, is on roving assignment in West Virginia.

(More)

Edward R. Murrow, who narrates "See It Now," has been radio's outstanding reporter on the international scene since the Nazis marched into Austria in 1938. His program, "Edward R. Murrow and the News," is heard five times weekly over CBS Radio (Mon. thru Fri., 7:45-8:00 PM, EST). He has won two George Foster Peabody Awards, three National Headliners Club Annual Awards and three Overseas Press Club Awards.

Fred W. Friendly, collaborating producer with Murrow on the three Columbia Records albums of "I Can Hear It Now" and the CBS Radio "Hear It Now" program, is a veteran radio producer and writer who, among other notable achievements, wrote and produced the famous documentary on atomic energy, "The Quick and the Dead."

Agency for the sponsor is Fuller & Smith & Ross, Inc.

* * *

#1

MURROW

SEE IT NOW....18th NOVEMBER, 1951

ANNOUNCER: (CAMERA ON STUDIO SIGN)
(SOFTLY)

1st See It Now program.

Stand-by now for the premier performance of SEE IT NOW with Edward R. Murrow, which originates in the actual control room of studio 41 in New York City.

(THEME MUSIC)

DIRKSON:

TB

CHURCHILL:

SAN FRANCISCO
ANNOUNCER: (LIVE) Hello, New York.

Hello, New York.

KEEP REPEATING THIS UNTIL
HE SEES HIMSELF ON NETWORK
FEED, THEN....

Hello, New York. Hello, Ed Murrow. This is KPIX in the Mark Hopkins in San Francisco standing by. We'll be ready to go whenever you are, Mr. Murrow.

tb

MURROW: Hello, San Francisco...This is Ed Murrow in New York...Please stand by. We'll be ready to go in approximately 90-seconds from now....

BIG THEME

ANNCR: CBS, In cooperation with its affiliated television stations from coast to coast, presents the distinguished reporter and news analyist, Edward R. Murrow....

In SEE IT NOW ... a document for television based on the week news and told in the voices and faces that made the news, produced by Mr. Murrow and Fred W. Friendly ... A public service of the Columbia Television network. Now, speaking from the actual control room of Studio 41, is the editor of SEE IT NOW, Edward R. Murrow.

tb

MURROW: This is an old team trying to learn a new trade. Four years ago we began producing the I CAN HEAR IT NOW record albums. A year ago we began doing a weekly radio version called HEAR IT NOW. In preparing to do SEE IT NOW on television, we were faced with the problem of "where to do it from". As they say in the trade, "Where do we originate". In the record albums and HEAR IT NOW, we had always prided ourselves on the fact that every voice we used was real ... every sound, raw ... No actors; no sound effects. How, then, could we originate our television version on a TV sound stage with sets, props and the usual variety of effects which are a necessary part of what is basically an entertainment medium.....

(MORE)

tb

MURROW: (CTD) There was talk of originating in my office. Even this, they said, would have to be a duplication of my office and this seemed a bit phony. So, as an experiment, we have decided to try doing the show from where all television shows have to originate...the control room. I am talking to you from the control room of Studio 41, for actually, if I have any function on this show, it is really only that of a switcher who occasionally leans over the cameramens' shoulder to whisper something in your ear. I say switcher, because that is exactly what we do. We have many video and audio lines coming into this control room from all over the United States. Each of these lines is reflected here in the form of a monitor. (a television screen.)

tb

(MORE)

MURROW: (CTD) We can have one line from Chicago terminating on one monitor, a line from Washington on another, and then we decide which picture you might enjoy seeing. As long as you will be here with us, we thought you might like to watch us make these switches so you'll see the monitors with us.....For example: [redacted]. . . . ([redacted]PT)

Some people take television for granted. We, as novitiates, have never quite gotten over the miracle that makes this fantastic gadget operate...For example, we turn to monitor number one, push a button, and say? come in, please, Atlantic Coast.

NEW YORK CAMERA ON PATCH OF JUST WATER

MOBILE UNIT: This is camera one at our point of vantage on Governor's Island, looking down New York Bay on the Atlantic.

CAMERA PAN TO STATUE
tb OF LIBERTY

STUDIO CAMERA BACK ON MURROW	MURROW:	There you have the East coast of the United States...Now, on monitor two, may we have the Pacific coast, please?
PATCH OF WATER IN SAN FRANCISCO	MOBILE UNIT:	Hello, New York. This is the Golden Gate. The waters of San Francisco Bay leading out to the Pacific Ocean.
PAN TO BAY BRIDGE	MURROW:	That's fine, San Francisco. May we have the San Francisco Bay Bridge, please?
	MOBILE:	Okay...
	MURROW:	Can you use the zoomar lens to move in on it, please?
	MOBILE:	Roger!
ZOOM TO BRIDGE	MURROW:	That's fine. Okay, San Francisco, stand by for just a moment...Hello, New York. May we have the Brooklyn Bridge, please? Fine...Now move in on it, please.....Good, hold it.
BROOKLYN BRIDGE		
MOVE IN ON BRIDGE		

(MORE)

tb

MURROW: (CTD) SAN Francisco, will you pan over to Alcatraz, please?.... Good....Move in a little, please....That's fine...Hold it.

ALCATRAZ

ZOOM IN ON ALCATRAZ

Back on monitor one ... New York ... May we have the New York skyline, please? It's a little hazy up town...let's have the downtown skyline, please.

NEW YORK DOWNTOWN SKYLINE

MOVE IN

San Francisco. Your Chamber of Commerce will never forgive you if we don't take a look at your skyline. First, let's have telegraph hill and then the whole skyline.

SAN FRANCISCO'S TELEGRAPH HILL

S.F. TALL BUILDING

Now, just one more shot in each city. New York..can you pan out past Brooklyn and Staten Island down towards the Narrows and the actual Atlantic Ocean?

THE NARROWS

ZOOM ON NARROWS

tb

MOBILE: Will try, Ed ... There are the narrows, right where the big ships go to Europe.

MURROW: Good, now Don, hold that monitor for a moment...San Francisco, I'm sure you never have any fog out there ... So let's try for the Golden Gate Bridge which struts right across the Golden Gate itself where the Bay becomes the ocean...Let's try for the ocean.

GOLDEN GATE BRIDGE

PAN TO OCEAN, IF POSSIBLE,

IF NOT, HOLD LOWER HALF BRIDGE.

Good, that's fine. Now, fellows, hold both those pictures on both monitors.

BOTH POINTS OF ORIGIN,

HOLD WATER AND NEW YORK

HOLDS SAME IN EACH MONITOR

(TO AUDIENCE) There we have something. For the first time in the history of man we are able to look out at both the Atlantic and the Pacific coasts of this great country at the same time.....

(MORE)

tb

MURROW: (CTD) Now we have permitted ourselves the luxury of these microwaves and coaxial calesthenics to try to illustrate a point. As we said before, we are slightly overwhelmed by this television gadget. Reporters in the past have been given great weapons.. the printing press, the typewriter, the linotype machine, the teletype, newspapers, radio ... but no journalistic age was ever given a weapon for truth with quite the scope of this fledgling television. This afternoon, as we begin our shake-down cruise in this staggering new medium, we want you to know that we are aware of the electronic wonder entrusted to our fingers.

(MORE)

tb

MURROW: (CTD) As human beings, we only hope that we are up to it; as reporters we only hope that we never abuse it. Now, our speech making is done. If we may, on monitor number ~~two~~ one, ~~let's have those films of~~

~~(CHURCHILL NEXT)~~

may we have that new film on Churchill.

CHURCHILL: (AS EDITED ENDING WITH .....)
LORD MAYOR- -
ETC.

FROM LORD MAYOR TO CHURCHILL

MURROW ON AUDIO ONLY

MURROW: (OVER APPLAUSE) For the new prime minister it was no easy week. His government was forced to announce coal rationing and the prospect of reduced food rations. With bankruptcy around the corner, Britain would cut her imports from the dollar area. Angry anti-British protests from Egypt and Iran continued as the Prime Minister prepared to come to Washington in January. But first, at London's Guildhal Winston Churchill, the famed orator, defined the hopes of the free world and the tactics of the Communists.

tb

CHURCHILL: AS EDITED

MURROW: Only one of Britain's shortages seemed to be ending. Once again there was an abundance of colorful speech makers in the British cabinet ..... Atlee had been no match for Churchill and certainly Foreign Secretary Anthony Eden addressing the United Nations in Paris wasa better show than his predecessor, Herbert Morrison

EDEN: (AS EDITED, ENDING WITH . . . .)

MURROW: 15 SECONDS ON U.N.

Howard Smith, Chief of CBS' European Bureau, has been in Paris all week covering the General Assembly, and we thought you might like his reactions .... Now, as you know, there are no television circuits to Paris, but two days ago we ordered up a trans-atlantic radio circuit and did this brief interview with Smith. We had this filmed in Paris and the films arrived just a few hours ago. [redacted] .

SMITH: "HELLO N.Y. THIS IS H. SMITH RECORDING IN PARIS.

MURROW: How are things going in Paris, Howard?

MURROW: What prospect, if any, is there, Howard, of the General Assembly accepting Secretary Acheson's disarmament plan?

MURROW: In sizing up this situation so far, Howard, what would you say is the most important business the assembly has to concern itself with?

MURROW: Tell me this, Howard, do you think that anything positive is likely to come out of the Paris meeting?

ON FILM

MURROW: Thank you, Howard. That was CBS correspondent Howard K. Smith reporting from the United Nations General Assembly in Paris. The next voice you will hear will be that of Senator Everett Dirkson of Illinois.....The next face you will see, for the most part, is that of Senator Robert A. Taft. In preparation for a future television profile, we are preparing on Senator Taft, we have had a camera crew out following him around on his current campaign tour.....One night our camera happened to catch Senator Taft just as Senator Dirkson happened to be talking about the kind of man he wanted to see in the White House. Senator Taft's expression is even better than Dirkson's speech.

DIRKSON: (ENDING WITH ....)

MURROW: At this point in our program we had intended to interview Governor Earl Warren in San Francisco, but the California Governor made news twice this week ... On Wednesday by announcing that he was going to run for the presidency; on Thursday, by going to the hospital. We hope he's better, and he has promised to let us have his views later on. Warren, like Taft and the other candidates, made news, but NOT as much as the man who says his hat is not in the ring. Ike was still silent, but Senator Jim Duff of Pennsylvania and Senator Henry Cabot Lodge were out beating the bushes for him. Both Senators are in our Washington studios right now, and we though you'd like to hear from two of the Gentlemen who are convinced that Ike will run.

25

QUESTIONS AND ANSWERS BETWEEN
MURROW, DUFF AND LODGE, WE HOPE!

MURROW: Almost seven months ago to the day, another famous American spoke in San Francisco. Douglas MacArthur stepped off a plane and said he was home, wanted no part of politics and went on to his new classic speech to Congress in which he predicted that "the old soldier was just going to fade away." That was seven months and —— speeches ago. The General as is certainly his privilege, has neither faded away nor forsaken politics. While there has been much speculation as to whether Eisenhower is a Republican or a Democrat and whether he will take part in the '52 campaign, MacArthur has left no doubt as to his political party. In a ringing speech in Seattle this week, the General made it clear that he was entering the '52 campaign. For if he is not to be a candidate himself, he will certainly be a power, and in a political generation of colorless speakers such as Truman and Taft, he may turn out to be the most dynamic spokesman

of the campaign. His Seattle speech, if not an entire platform, certainly had most of the planks.....

The General on Socialism .....

MacArthur's views on the present administration .....

The General makes a suggestion to the voters .....

One great General quotes another great general.....

TAPE

MURROW: Within the last fortnight, American footsoldiers at Frenchman's Flat, Nevada, were introduced to what some have called their successors; atomic tactical weapons. Some have said that the American doughfoot as we know him is obsolete. It may well be that this is the twilight of the combat trooper as we now know him. However, in this, the late afternoon of the doughfoot, it is well worth noting that the last battles won on this earth have been won by that old fashioned weapon — the American footsoldier. As Assistant Secretary of Defense Anna Rosenberg said as she returned from Korea last week:

R'BERG: I went to Korea to see our man power, but I saw the force of our men. I saw the magnificance of their spirit. I saw the spirit that makes America great. Never in my life have I seen such spirit before.

MURROW: Because we think that if television news has a place in American journalism, it must be able to transport people, we are about to try to transport ourselves to

Korea to see what Anna Rosenberg saw and at the same time, try to pay tribute to what we still think is our best weapon, the American G. I. We sent a camera crew to Korea to stay with CBS correspondent Bob Pierpoint and try to capture on film and sound the spirit of a U.S. infantry company in a twenty-four hour period. We specified the 24th Division, partly because we had seen them in action along the Naktong line in the first months of the Korean war, but more so because the 24th had it as tough as long and as often as any outfit there. We asked Pierpoint to get as much live sound as possible and not to try too hard for hot combat shots, but rather to concentrate on the men, the cold dawns, the chow lines, the poker games, the bull sessions, the loneliness and the griping against rotation. Correspondent Pierpoint agreed on our choice of the 24th Division, but asked if he might concentrate on the 19th Regiment of that Division, because it had borne the brunt of the Division's fighting .....

BRIEFING BEGINS

MURROW: (VOICE ONLY) This, then, is Fox Company of the 19th Regiment of the 24th Division near dusk of a recent afternoon as the Regimental Commander greets and indoctrinates the new crop of replacements.

THE 24TH DIVISION IS ENTIRELY BY ITSELF UP THROUGH THE G.I.S IN LINE GIVING NAMES. RIGHT AFTER CORPORAL ENGLBACK OF BIRMINGHAM, WE DISSOLVE FROM G.IS TO MURROW AS HE TURNS AWAY FROM MONITORS AND DOES FINAL TAIL PIECE

MURROW: (TAILPIECE TO BE ADLIBBED)

MURROW: Good afternoon and good luck

THEME MUSIC OVER SEE IT NOW TITLE

ANN'CER: SEE IT NOW, like the I CAN HEAR IT NOW record albums, is edited and produced by Mr. Murrow and Fred W. Friendly

F.F. TITLE

and a CBS staff which includes

VIDEO CREDIT

Todays program originated in New York City, Washington, San Francisco, London, Paris, Korea and Seattle. Special assignments were performed for CBS by News of the Day cameramen in the field.

VIDEO

FIRST, SEE IT NOW, THEN,
NEXT WEEK AT THIS TIME

"SEE IT NOW"

SHAPE

January 6, 1952

3 112

April 29, 1952
(Dictated April 25)

Dear Dave:

Thanks muchly for yours of April 11. I am delighted that the pictures met some measure of approval.

Am just back from Washington where General Bradley, amongst others, spoke of you in the highest possible terms. Forgive me for not answering your cable about Ike's successor. I attempted to thrash it out with Bradley, but he just stuck his chin out and wouldn't give an inch.

We will send you another kinescope or two in the course of next week. I think the one we did on the Missouri River flood last week was a fairly good job.

As ever yours,

Mr. David Schoenbrun
21, Rue De Berri
Paris 8e, France

nic

April 11, 1952	David Schoenbrun and EM reply 4/29/52	Schoenbrun writes he had a private showing at a dinner party for very distinguished guests, of the SHAPE program, with great success

(7)

COLUMBIA BROADCASTING SYSTEM, INC.
21, RUE DE BERRI - PARIS - VIIIe
ÉLYSÉES 18-47

DAVID SCHOENBRUN
PARIS CORRESPONDENT

April 11, 1952

received copy too

Dear Ed and Fred,

I had another showing of your pictures at a dinner party which I gave at my house last night.

The dinner guests, plus people I invited for the showing after dinner, totaled thirty and a full list of names is appended.

The pictures had a huge success with the Americans and French both. None of the Americans present had seen your show before, since they have been mostly living over here or traveling since it has been on the air.

Irwin Shaw, Milt Sperling, Doug Schneider and Teddy White were tremendously enthused. Irwin said it was the finest job of visual reporting he had ever seen. Sperling told me that the Korean report packed much more punch than any of the fictitious war stories they turn out in the Hollywood studios.

Eve Curie was, if anything, even more enthusiastic and said that your opening show was the finest reporting she had ever witnessed in any medium. Eve also liked the SHAPE report although she was, as you might expect, very critical of her own appearance - that is the photography. She thought that the SHAPE picture suffered from being shown along with the Korean piece, quite naturally, because of the difference in dramatic and human interest between a hot war story and a paper headquarters. She thought that the SHAPE report was excellent as far as it went, but that it left her with a longing to have seen more, particularly to have seen some soldiers and something of concrete Western defense outside the headquarters. This was not the opinion of most of the other viewers who understood that the picture had not promised to be anything more than a report on SHAPE. Irwin Shaw and Pierre de Leusse said that they had not really understood or appreciated what SHAPE was until they had seen this picture.

Eve called me this morning and I gave her your address, Ed, at the Park Avenue apartment. She is going to write you directly about the pictures.

I wish you would send me some new kines for more showings. Send them addressed to SHAPE, Public Information Division, APO 55, Postmaster New York, Attention Major Robert Cranston. If possible, use a CBS or See It Now label, so that Cranston will know immediately what it is and deliver it to me. In this way we avoid customs hold ups.

With best personal regards to you both,

Cordially,

David

Mr. Edward R. Murrow
Mr. Fred W. Friendly
Columbia Broadcasting System
485 Madison Avenue
New York 22, New York

DFS/pd
Enc.

LIST OF PEOPLE PRESENT

April 10, 1952

General and Mrs. Michaelis (SHAPE)

Comte Pierre de Leussé (Director Division Information, Chief Spokesman Quai d'Orsay)

Miss Eve Curie

Mr. Guillaume Guindey (Director Foreign Trade, French Finance Ministry)

Mr. & Mrs. Douglas Schneider (Director Division Mass Communications UNESCO)

Mr. & Mrs. Henry Cassirer (Television specialist UNESCO)

Mr. & Mrs. Irwin Shaw

Mr. & Mrs. Theodore White (The Reporter Magazine, "Thunder out of China" etc.)

Mr. Henry R. Labouisse (Ambassador USA Mission to France M.S.A.)

Miss Simone Servais (Spokesman, news attaché N.A.T.O)

Mr. Sidney Fine (Chief PRO, M.S.A., personal assistant William Draper)

Mrs. Brigitte Servan-Schreiber (Paris-Presse, Les Echos columnist)

Mr. & Mrs. Milton Sperling (Milton is producer Warner Bros; his wife is Harry Warner's daughter)

Mr. & Mrs. William McClure

Mrs. Gladys Gould (Radio-TV producer OWI, RCA, presently actress new J.B.Luc play "Feuilles de la Vigne" currently showing in Madeleine Theatre)

Mr. & Mrs. George Marton (European Agent Twentieth Century Fox Films)

Miss Patricia Davenport (C.B.S. Paris Bureau)

Schoenbrun, David

SIN

December 21, 1951
(Dictated December 15)

Dear Dave:

This is a hasty and hectic note in answer to yours of November 29. I have discussed the matter with Chester since it would eventually come to him anyway. He suggests and I concur that Niven should turn in his expense account for the Paris operation in the usual way merely slugging it "See It Now". Seems to me that this method will avoid some bookkeeping on your part and the accounting can be out-straightened here.

Used your altogether delightful piece with Mrs. Roosevelt last Sunday. Both Schoenbrun and the photography excellent. Using part of your Plevan piece tomorrow if we ever get the show stuck together. Television is hell but we're getting a lot of help, particularly from you guys abroad. I am looking forward eagerly to the reunion at the year's end.

As ever yours,

Mr. David Schoenbrun
Columbia Broadcasting System, Inc.
21, Rue De Berri
Paris (7e) France

S110
SHAPE

DECEMBER 18, 1951

COLEROSYS, PARIS

SCHOENBRUN MURROW SAYS SORRIEST FAILED INFORM YOU DID ADVISE LAWRENCE JANUARY SIX DATE FOR SHAPE PIECE STOP SOMETIME YOUR CONVENIENCE WOULDST ADVISE LANHAM GOLDWYN SHAPE FILM PROJECTED FOR NONCOMMERCIAL TELECAST REGARDS

CHESTER

CTD 2-26-38-76

PCG/RC5/ ZA RCF494/CQ416 PARIS 30/29 18 1943

COLUMBIA BROADCASTING NEWYORK

PROCHESTER FOR MURROW RECEIVED A LETTER TODAY FROM JOCK LAWRENCE SAYING YOU CABLED HIM RELEASE DATE SHAPE PICTURE JANUARY 6 IS THIS CORRECT QUERY REGARDS

SCHOENBRUN

1413 EST

RCA COMMUNICATIONS, INC.
FORM 101 PW—C
RECEIVED
1951 DEC 18 PM 2:17

COPY FRIENDLY OFFICE - WITH CORRESPONDENCE - PLEASE RETURN MURROW

SMN

DECEMBER 14, 1951

COLONEL J.R.L.LAWRENCE
SHAPE
PARIS, FRANCE

YOUR LETTER DECEMBER FIVE RECEIVED UNDERSTOOD CONCURRED STOP INFORMATIVELY HAVE SEEN AND NARRATED GOLDWYN XXXXX SHAPE FILM AND HAVE TODAY CABLED LANHAM ASKING FOR INFORMATION REGARDING TELEVISION RELEASE STOP ITS TERRIFIC RECARDS

ED MURROW

2-26-38-76

SUPREME HEADQUARTERS
ALLIED POWERS EUROPE
1, RUE DE PRESBOURG
PARIS (8e) — FRANCE

Dear Ed:
I phoned you
about this.
Thanks.
Jack

SUPREME HEADQUARTERS
ALLIED POWERS EUROPE

~~XXXXXXXXXXXXXXXXXXXX~~
PARIS (XX) — FRANCE

5 December 1951

Edward R. Murrow,
Columbia Broadcasting System,
Madison Avenue, at 51st Street,
New York City.

My dear Ed,

Both General Lanham and David Schoenbrun have asked me to communicate directly with you on this subject.

As you can well understand, we have been subjected to heavy pressure from other networks, both for television clips of General Eisenhower but in particular for the release of the clip made at your request. Because of the agreement between us, General Lanham has rigidly adhered to what he promised.

It does, however, bring up a couple of points of which you and Fred Friendly should be aware. David Schoenbrun has been kept fully advised.

1. The Basic Problem: It was our understanding that you would let us know, well in advance, the exact time-and-date on which your SHAPE Program would be broadcast (including the Eisenhower clip). We asked Schoenbrun for a "target date" and he first gave us Sunday, 9 December. Since then, he has said that this date is out and that it may be Christmas week. Based on the possibility that it might be Sunday, 9 December, we airmailed two (2) fine-grain prints of the Eisenhower clip to the U.S. Army's Signal Corps Photographic Center at Astoria, New York, to be available for release. Nothing will be done by them until further instructions from PID, SHAPE. Now, we must know from you and Fred Friendly when you propose to release this show. If this information is not possible at this particular time, we must know one week in advance of broadcast, in order to carry out our obligations. I must therefore officially ask you to send us this information as soon as possible. Without it, we will remain in a most difficult position. I am sure you understand.

2. The Chief of Staff, General Gruenther, asked David Schoenbrun the other day if it were possible to include some French officers in the show. He made it very clear that we have no right to question what you use, under the principle of Free Press. By the same token,

friendship gives one a right to suggest. General Gruenther thought that if General Bodet (who is in the sequence with General Festing) might appear in the broadcast, it would help tell of the contribution our French colleagues are making here, absence of whom would be conversely harmful. If you can ensure this, I will be grateful for some word, since the Chief of Staff undoubtedly will bring it up. He is as meticulous a boss as Bill Paley or Frank Stanton. (Or even Fred.)

3. Simultaneous release: I explained that we have had some trouble already on this item. A representative of another network scornfully called you "a genius", in front of General Lanham, in trying to prove that this film should be released forthwith. (Horrible reputation you have !) So that you may know in detail (Schoenbrun sat in the meetings which developed this principle), let me restate how we propose to proceed:

a. Newsreel deadlines are always a problem. Therefore, we have separated television, the entity, from newsreels. When an idea originates with a television company, we call it a "TV Idea", and television deadlines take priority. Conversely, when a newsreel company suggests an idea, it is called a "Newsreel Idea", and their deadlines take priority. Yours is a "TV Idea", obviously.

b. On the Friday before your Sunday broadcast, we will issue prints of this particular Eisenhower clip to all television and newsreel outlets. With this film will go a firm embargo, including time and date for your broadcast, without specifying that it is your broadcast. This will give the other companies a fair chance to work the Eisenhower material into any shows they may have at the same time on Sunday, or thereafter. This is our basic principle on all Eisenhower material. We realize that an embargo depends on honor and integrity. But so do contracts, the basis of our free civilization. So both you and I have no choice but to rely on honor and integrity. I cannot believe it will be broken. The prints will be issued the Friday morning (after you give us the definite Sunday date and time) from the Signal Corps Photographic Center at Astoria, New York. Simultaneously, in Paris, with a similar embargo, this same material will be released for European outlets.

It is most important that we get this date and time from you as soon as possible. The long delay in using this Eisenhower clip could cause a slip somewhere. If anyone else has an acceptable Eisenhower film/television idea, please know that it will be made and released in the same manner, and the timing will be determined, not by us, but by the originator, again.

SUPREME HEADQUARTERS
ALLIED POWERS EUROPE

~~RUE DE FRESNOURS~~
PARIS ~~(5e)~~ — FRANCE

May I hear from you immediately? Please give my regards to Bill, Frank Stanton and Fred. General Lanham joins me in regards to yourself. (And, frankly, we are thrilled at the knowledge that through you the American people will hear this great story of SHAPE.)

Cordially,

Jack

J.B.L. LAWRENCE
Colonel, U.S. Army
Deputy for Plans and Public Affairs

Copies to: Brig. Gen. C.T. Lanham
Lt. Col. De Bary
Mr. David Schoenbrun

Book of 5

3 1/10

DEDECEMBER 13, 1951

HOLCOMB - KNX*TV - LOS ANGELES
HARRIS - KM*TV - OMAHA
GRAMS - KSD - ST. LOUIS
QUINLAN - WBKB - CHICAGO
HANRAHAN - WEWS - CLEVELAND

IMPORTANT THAT EYE KNOW BY EARLY AFTERNOON TOMORROW FRIDAY TENTATIVE CAMERA POSITION ON CHRISTMAS REMOTES FOR SEE IT NOW AND ALSO WHETHER PICTURE IS BEING FEED DIRECT TO STUDIO OR THROUGH TELEPHONE COMPANY.

BEST REGARDS

JOHN AARON
CBS NEWS DEPT.

3TP

DECEMBER 12, 1951

COLONEL J.B.L.LAWRENCE
SHAPE
PARIS, FRANCE

PLANNING DEFINITELY DO SHAPE PIECE JANUARY SIX 3:30-4:00 PM EST

AGAIN MY WARMEST PERSONAL AND PROFESSIONAL GRATITUDE.

ED MURROW

2-26-38-76

COLUMBIA BROADCASTING SYSTEM, INC.
21, RUE DE BERRI - PARIS - VIII
ÉLYSÉES 18-47

DAVID SCHOENBRUN
PARIS CORRESPONDENT

17

November 29, 1951

Dear Ed,

As you know, I have been busy full time on the SHAPE film for See It Now. It has been necessary to keep Paul Niven here in Paris during this period.

Howard agreed to let Paul do this and got clearance from CBS Radio for that purpose, although I believe he merely said that I was very busy and needed help, without specifying the details for reasons I am sure you will appreciate.

The question arising now is the problem of Niven's living expenses here in Paris: Hotel, meals, taxis, etc. As you can imagine, it might raise a difficult issue if Paul were to bill CBS Radio for this. I feel myself that these expenses are logically chargeable on the See It Now budget, since Niven's work here permitted me to devote all of my time to the picture and since I am being payed expenses normally by CBS Radio. I discussed this with Howard who agreed that we put the matter up to you and relieve Niven of the necessity of taking it up with Chester.

Could you let me know whether you believe this is the correct procedure, and if so I will tell Niven to submit to me his expense accounts which I will pay by cheque and then send the receipt to you for reimbursement?

Best regards,

David

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York 22, N.Y.

DFS/pd

"SEE IT NOW"

CARL SANDBURG AT THE LINCOLN MEMORIAL

February 10, 1952

Lincoln's Birthday Program - Feb 10, 1952

8/10

18 Jan 52

Dear Carl Sandburg,

To put our phone conversation down on paper:

1. We invite you to be in Washington, Sunday, 10 February, to appear on "See It Now," Ed Murrow's show. Air time is 3:30 - 4 PM, eastern time. Your portion will run about three minutes.

Program tentatively is this:

Murrow will talk of Lincoln's birthday. He will say we asked Carl Sandburg, where would Sandburg take us for memorable places in Lincoln's life. Thereupon film will be shown of: a) log cabin, Hodgenville, Kentucky, birthplace. b) New Salem, restoration, store Lincoln kept. We'll pick the Offut store. c) Springfield, Illinois, Lincoln's home, house he lived in. d) White House, looking from Lincoln's room to Potomac.

Behind these pictures will be Sandburg's voice which we will record ahead of time, possibly when you're in Chicago. A few words on each place. For instance, the birthplace picture ... "So came the birth of Abraham Lincoln the 12th of February in the year 1809, in silence and pain from a wilderness mother on a bed of corn husks and bearskins ..." Or, also from your Prairie Years, the commentary on the New Salem Offut store, Offut's remarks: "Some day he will be President of the United States ... he can outrun, outlift, outwrestle and throw down any man in Sangamon County." You may of course wish to write new commentary for eadh place. This is merely illustration.

2. For the actual broadcast time, we are thinking of having you speak some of your Lincoln poetry from the Lincoln Memorial

statue hall as our cameras pick up the statue and yourself. You may of course wish to write completely new lines.

3. Mr. Murrow's people have agreed that for your services they are to pay you five hundred dollars for the broadcast, plus travel expenses to and from Washington - Charlotte, North Carolina, plus hotel expenses here in Washington. I assume the method of payment will be worked out before broadcast time.

We will call you with complete details in sufficient time. Meantime, if you could work up four brief lines to describe the four places you've chosen, we could then arrange to record your voice speaking these lines, and dub the voice behind the film.

Take good care of yourself and we'll be seeing you.

Affectionately,

Joe Wershba

3/N

March 20, 1952

Dear Carl Sandburg:

This is to say my best thanks for the photograph and, belatedly, for your excellent contribution to the program.

The picture is being framed and will be hung in an appropriately prominent spot in my office. I am extremely proud to have it and shall indeed cherish it.

As ever yours,

Mr. Carl Sandburg
Flat Rock
North Carolina

"SEE IT NOW"

HANS CHRISTIAN ANDERSON

at the

Goldwyn Studios

April 13, 1952

3/N

April 29, 1952

Dear Mr. Milner:

Thank you very much indeed for your letter of April 16.

We did in fact include both a picture and an identification of Mr. Stradling. It was done all too briefly, but the limitations of time cause us to cut each week a lot of things that we would like to include. Little as I know about the making of movies I was aware of Mr. Stradling's contribution.

In retrospect, I think we tried to cover too much ground in the Goldwyn piece and at some subsequent time I should like nothing better than to tackle a piece confined exclusively to the men who work with cameras. I know so little about the art myself and am so interested in it that I imagine a few million other people would react as I do. What do you think?

Sincerely yours,

Mr. Victor Milner
American Society of Cinematographers
1782 North Orange Drive
Hollywood 28, California

nic

CBS TELEVISION

Office Communication

to: Edward R. Murrow

from: Fred W.Friendly

3

April 23, 1952

Ed:

I started to answer this myself and then figured that because of the Union situation, it might be a gracious gesture on your part.

Incidentally, we not only showed Mr. Stradling, but you inserted a hot line telling who he was and what he did.

F.W.F.

nf

50

AMERICAN SOCIETY of CINEMATOGRAPHERS
INCORPORATED
1782 NORTH ORANGE DRIVE TELEPHONE GRANITE 2135
HOLLYWOOD 28, CALIFORNIA
CABLE ADDRESS AMSOCIN

April 16, 1952

3.

Mr. Edward R. Murrow,
c/o CBS,
485 Madison Ave.,
New York, N.Y.

Dear Mr. Murrow:

I have been a faithful follower of your radio newscasts for many years and have enjoyed your factual reporting. It was therefore natural for me to follow you on your Sunday "See It Now" television programs, which reaches us here at 12:30 P.M. each Sunday.

Your interesting report on the "behind-the-scenes" activities at the Goldwyn Studio in Hollywood where Mr. Goldwyn was producing his $4,000.000.00 epic, "Hans Christian Andersen", once again proved to me that my time with you was worth delaying a Sunday drive. In your interviews with the seldom seen craftsmen of our industry who have for years made it possible for the millions to enjoy Motion Pictures, I find it strange that Mr. Harry Stradling, the Director of Photography for Mr. Goldwyn was left out of your telecast. Mr. Stradling has contributed to the art of Cinematography in such productions as "A Streetcar Named Desire" and is an Academy Award winner for his work on "The Picture of Dorian Gray".

I realize the time element and many other factors in timing such a program is a great headache. But as a member of the American Society of Cinematographers, I find it very difficult to overlook the omission of Mr. Stradling's name in your telecast.

Sincerely,

Victor Milner

VICTOR L. MILNER
Vice-President

VRM MD

RECEIVED
1952 APR 15 PM 5:35
C.B.S. TRAFFIC DEPT. N.Y.

SIN

WU015 PD

LOS ANGELES CALIF APR 15 1225P

EDWARD MURROW

COLUMBIA BROADCASTING SYSTEM

CONGRATULATIONS TO YOU AND YOUR CREW FOR THE FINE PRESENTATION OF A MADHOUSE I NEVER THOUGHT IT COULD MAKE SO MUCH SENSE MY BEST WISHES

CHARLES VIDOR.

534P..

Note: Making of "Hans Christian Anderson" at the Goldwyn Studios.
SIN Program April 13, 1952.

APRIL 15, 1952

CHARLES VIDOR
SAMUEL GOLDWYN PRODUCTIONS
1041 NORTH FORMOSA AVENUE
LOS ANGELES 28, CALIFORNIA

THANKS MY FRIEND. YOU CAN'T KNOW HOW RELIEVED I AM TO KNOW THAT OUR EFFORT HAD SOME MERIT IN YOUR EYES. DON'T FORGET TO LET ME KNOW WHEN YOU COME TO TOWN. REGARDS AND AGAIN MY THANKS.

ED MURROW

1-13-7

SIR

March 19, 1952

Dear Sam:

It's churlish and ungracious of me not to have written sooner.

First of all permit me to express my deep appreciation to you and Frances for your most gracious hospitality. The role of guest suits me ill and normally produces a sense of uneasiness. On this occasion I felt completely at home both in your home and on your lot.

I should like to say my thanks to you and your associates on behalf of myself and my crew for the magnificent co-operation we received. I have now seen about two-thirds of the material we shot - some of the sound quality is not all that I could wish, but I think we shall be able to straighten that out. I still do not know exactly how to take hold of this story. We have got such a great wealth of material. Parenthetically the shots of you and Frances are quite magnificent.

We have tentatively scheduled the piece for April 13, and we will of course provide you with a kinescope of the final version for your personal use.

Perhaps at your convenience you will let me have such footage on Danny Kaye as you will permit us to use. We will of course be prepared to label it as a rehearsal if you wish.

I would ask you to extend my personal thanks to individual members of your organization but those who were helpful are so numerous that I would have to look at your organization chart to be able to list them all.

Having recorded a considerable variety of stories both for radio and television, I can tell you that none was more enjoyable than this one and my hope is that we shall be able to do an acceptable job with it.

As ever yours,

Mr. Samuel Goldwyn
1041 North Formosa Avenue
Los Angeles 28, California

cc Fred.

DEAR MR. MURROW:

THE SHOW WAS SO WONDERFUL THAT I FORGIVE YOU COMPLETELY FOR MAKING ME "THE FACE ON THE CUTTING ROOM FLOOR". MESSAGES OF PRAISE HAVE BEEN COMING INTO OUR OFFICE ALL WEEK - AND RIGHTLY SO, BECAUSE NOTHING CAN TOP IT.

KIND REGARDS,

Peggy Vaughn

SAMUEL GOLDWYN

S/N

APRIL 16, 1952

DEAR ED:

ENCLOSED YOU WILL FIND TWO ADS FROM THE HOLLYWOOD REPORTER AND DAILY VARIETY WHICH I THOUGHT MIGHT INTEREST YOU.

I AM HAPPY TO TELL YOU THAT THE REACTION FROM ALL OVER THE COUNTRY HAS BEEN SOMETHING BEYOND MY DREAMS. THEY HAVE ALL PRAISED THE BEAUTIFUL JOB YOU DID AND, NEEDLESS TO TELL YOU, I AM VERY HAPPY AT THE RESULTS. YOU HAVE DONE A GREAT THING FOR ME AND MY PICTURE AND I HOPE WE ARE WORTHY OF IT.

I SHALL NEVER FORGET THE BEST GUEST WE EVER HAD AND ONLY HOPE THAT YOU WILL BE COMING THIS WAY AGAIN REAL SOON. THE INVITATION STILL STANDS - AND YOU MAY HAVE BOTH ROOMS ANY TIME YOU SAY.

ALL WARMEST REGARDS.

SINCERELY,

Sam

MR. EDWARD R. MURROW
COLUMBIA BROADCASTING SYSTEM
485 MADISON AVENUE
NEW YORK 22, NEW YORK

"Congratulations t

for as fine a piec

relations as has

for the motion pi

THE Hollywood REP

'HANS' BACKSTA
NEAT PUBLIC R

s to Samuel Goldwyn

ece of public

s ever been done

picture industry!"

REPORTER

TAGE TELECAST
RELATIONS JOB

S/M.

FEBRUARY 28, 1952

MR. SAMUEL GOLDWYN
1041 NORTH FORMOSA AVENUE
LOS ANGELES, CALIFORNIA

PLANNING ARRIVE MARCH 10 FOR FOUR DAYS. CAMERA CREW AND PRODUCERS ARRIVING COUPLE DAYS LATER. MANY THANKS YOUR INVITATION BUT THINK TWOULD BE IMPOSITION SO I WILL STAY BEVERLY HILLS. REGARDS

ED MURROW

T150-43

BC: FRIENDLY

a th

SAMUEL GOLDWYN

FEBRUARY 21, 1952

DEAR ED:

I HAVE YOUR LETTER OF FEBRUARY 19TH AND I AM DELIGHTED THAT WE WERE ABLE TO COME UP WITH SOMETHING THAT SHOULD MAKE A GRAND AND EXCITING PROGRAM. YOUR IDEA OF THE APPROACH AND HOW THE PRESENTATION SHOULD BE HANDLED IS BRILLIANT. THERE ARE MILLIONS OF "JOES" AND "JANES" AS WELL, THROUGHOUT THE COUNTRY WHO WOULD FEEL THRILLED TO BE ON THE "INSIDE" OF THE MAKING OF A GREAT PICTURE LIKE HANS CHRISTIAN ANDERSEN, AND I AM SURE THAT IT WILL BE A PERSONALIZED THING WITH THEM AFTER THEY WATCH THE SHOW AS YOU PLAN IT.

YOUR LETTER MUST HAVE CROSSED MY LAST LETTER IN THE MAILS, BUT IN VIEW OF WHAT YOU WRITE I AM CONVINCED THAT IT WOULD BE A FINE IDEA FOR YOU OR YOUR WRITER TO COME OUT AT ONCE AND BETWEEN US WE CAN FORMULATE CONCRETELY A GREAT LAYOUT FOR THE SHOW. AS SOON AS THAT IS DONE, I WOULD SEE TO IT THAT EVERYTHING IS SET UP HERE SO THAT YOUR CREW COULD COME OUT IMMEDIATELY THEREAFTER TO DO THE NECESSARY SHOOTING ON THE LOT HERE.

BECAUSE OF THE GREAT SCOPE OF THIS PICTURE, I SUGGEST THAT THIS BE DONE AS SOON AS POSSIBLE WHILE WE HAVE ALL THE PRINCIPALS HERE AND WHILE WE CAN, IF NECESSARY, MAKE CERTAIN CHANGES IN OUR PLANS TO ACCOMMODATE YOUR NEEDS. I AGREE THAT YOU SHOULD BE ABLE TO DO THIS IN ABOUT A WEEK OF SHOOTING, BUT IF IT WILL REQUIRE MORE TIME, WE WILL BE HERE. I KNOW THAT YOU AND YOUR PEOPLE WILL ALWAYS BE COGNIZANT OF OUR PRODUCTION PROBLEMS, BUT I AM ANXIOUS FOR YOU TO GET OUT OF THIS THE BEST SHOW POSSIBLE FOR YOUR PROGRAM, AND I WILL SEE TO IT THAT WE ACCOMMODATE YOU TO THE UTMOST.

YOU MUST COME OUT FOR THIS YOURSELF, EITHER AT ONCE OR WITH YOUR SHOOTING CREW. FRANCES AND I WANT YOU TO BE OUR GUEST WHILE YOU ARE HERE AND I DO HOPE YOU WILL BE ABLE TO ARRANGE TO STAY WITH US.

ALL MY BEST.

SINCERELY,

Sam

P. S. THIS IS THE FIRST TIME I HAVE HAD A CHANCE TO WRITE YOU AND TELL YOU WHAT A GREAT JOB YOU DID ON TAFT THE OTHER DAY. I HAD PAUL HOFFMAN, ZANUCK, AND A SMALL GROUP TO AN ORGANIZING DINNER FOR THE GENERAL THE OTHER NIGHT AND EVERY ONE OF THEM MENTIONED WHAT A BRILLIANT AND DEVASTATING ANALYSIS IT WAS. YOU ARE ONE PERSON TO WHOM I DON'T HAVE TO SAY "KEEP UP THE GOOD WORK".

J. G.

MR. EDWARD R. MURROW
COLUMBIA BROADCASTING SYSTEM
485 MADISON AVENUE
NEW YORK, NEW YORK

SAMUEL GOLDWYN

FEBRUARY 19, 1952

DEAR ED:

I UNDERSTAND THAT HERBERT MITGANG OF YOUR STAFF HAS BEEN IN TOUCH WITH DAVID GOLDING OUT HERE AND TOLD HIM THAT YOU AND YOUR PEOPLE ON "SEE IT NOW" THOUGHT WELL OF THE IDEA OF A HOLLYWOOD STORY ALONG THE LINES SET OUT IN MY LETTER THE OTHER DAY. IT SEEMS TO ME THAT SINCE MITGANG AND GOLDING WORKED SO WELL TOGETHER IN THE PAST ON SO MANY PROJECTS IT WOULD BE A GOOD IDEA IF THEY COULD GET TOGETHER AND WORK CLOSELY ON THIS ONE FOR ABOUT A WEEK OR SO.

HOWEVER, I CANNOT LET GOLDING GO EAST, BECAUSE HE WILL BE BUSY HERE ON THE COAST FOR THE NEXT SEVERAL MONTHS. I THINK IF YOUR MAN, MITGANG, CAME OUT HERE FOR A WEEK OR SO AND SPENT THAT TIME WORKING ON THE IDEA INTENSIVELY WITH GOLDING AND SOAKING UP THE GENERAL ATMOSPHERE AND SPECIFIC DETAILS THAT HE WOULD NEED FOR SUCH A STORY HE OUGHT TO COME UP WITH A REALLY GOOD SCRIPT FOR YOU.

OF COURSE WHEN HE IS OUT HERE WE WILL GIVE HIM THE FULLEST ACCESS TO THE PRODUCTION AND EVERYTHING WE HAVE, AND DO WHATEVER WE CAN TO FACILITATE HIS GETTING A GREAT STORY FOR YOU. AND, IF YOU FEEL IT WILL BE USEFUL TO YOU, I WILL BE GLAD TO SPEND SOME TIME WITH HIM MYSELF OR HAVE HIM TO LUNCH SO HE CAN GET WHATEVER BENEFIT THERE MIGHT BE OUT OF THAT. I REALLY BELIEVE YOU CAN GET AN EXCITING PROGRAM OUT OF THIS.

WITH ALL WARM REGARDS.

SINCERELY,

Sam

MR. EDWARD R. MURROW
COLUMBIA BROADCASTING SYSTEM
485 MADISON AVENUE
NEW YORK, NEW YORK

8/N

February 19, 1952

Dear Sam:

Let's do it. We will of course require much guidance and suggestions from you, but if we are to try our hand at doing a piece on the making of a movie we could not possibly find a better counsellor.

My ideas, so far as they have taken shape, are these: We do not attempt to do a piece on Hollywood. It's too big. So we do the story of the making of HANS CHRISTIAN ANDERSEN. We make only brief reference to the competition between television and movies, but we manage to suggest that this bold venture by Goldwyn is in the tradition of the making of a better mouse trap. Our objective would be simply to take our viewers not only onto the lot, but permit them to get acquainted with both the planning and philosophy--even the financing if you agree--of a major production. We would want to film with our own cameras not only some of the major artists, but also the unknowns--the extras, the soundmen, and so forth.

Our general approach would be that of taking an individual viewer by the hand and saying: "Look, Joe, if you want a chance in person to talk with Goldwyn, wander around the lot, watch the actors working and relaxing; listen to the conversation, directions, rehearsals, that go into the making of a picture, then get a glimpse of some of the finished product, just come along with us."

I know too little about the making of a movie to be confident as to the impression we would leave with the viewer, but I would guess that it would be that the making of a movie of the proportions of HANS CHRISTIAN ANDERSEN is both a complicated and exciting business requiring great sensitivity, imagination and skill of a high order.

We reckon it would take us about six days to do the actual shooting after we had agreed with your people upon the general character of the material we would require. Perhaps you would be good enough to suggest the week that might best fit your shooting schedule and that would provide us with the most interesting material.

I would hope to come out and do part of this one myself which would give me both professional and personal pleasure because it would provide the opportunity of seeing you and Mrs. Goldwyn again.

Young Sam and his delightful bride dined with us the other night and gave us great pleasure.

As ever yours,

Mr. Samuel Goldwyn
1041 North Formosa Avenue
Los Angeles, California

SAMUEL GOLDWYN

FEBRUARY 14, 1952

DEAR ED:

I UNDERSTAND THAT YOUR PEOPLE AND DAVID GOLDING, OF MY STAFF, HAVE BEEN DISCUSSING THE POSSIBILITY OF YOUR DOING A STORY ON HOLLYWOOD FOR YOUR SUNDAY SHOW. I THINK THERE IS A GREAT IDEA IN SUCH A STORY WHICH WOULD BE TIMELY AND IMPORTANT AND MOST INTERESTING TO YOUR AUDIENCE.

I AM ENTIRELY WILLING THAT YOU USE WHAT I AM DOING NOW IN THE MAKING OF "HANS CHRISTIAN ANDERSEN" AS THE SPRINGBOARD AND KEYNOTE OF THE STORY OF HOW HOLLYWOOD FACES THE FUTURE. IT SHOULD MAKE AN INTERESTING STORY: - HERE IS TELEVISION GIVING MOTION PICTURES THE TOUGHEST COMPETITION IT EVER HAD, HERE IS THE BOX OFFICE DROPPING 'WAY DOWN, HERE ARE SWAN SONGS BEING SUNG ABOUT OUR INDUSTRY, BUT YET HERE IS AN INDEPENDENT PRODUCER GOING AHEAD AND SPENDING FOUR MILLION DOLLARS ON "HANS CHRISTIAN ANDERSEN". THIS IS THE LARGEST-BUDGETED PICTURE OF ALL THE PICTURES BEING MADE IN HOLLYWOOD THIS YEAR. IN ORDER TO BREAK EVEN, I AM GOING TO HAVE TO GROSS EIGHT MILLION DOLLARS WHICH, BELIEVE IT OR NOT, MEANS THAT SEVENTY-FIVE TO ONE HUNDRED MILLION PEOPLE WILL HAVE TO SEE THE PICTURE BEFORE I AM IN THE CLEAR. YET I HAVE THAT MUCH CONFIDENCE IN THE FUTURE OF MOTION PICTURES AND IN THE PUBLIC'S RESPONSE TO GREAT ENTERTAINMENT THAT I AM GOING FULL STEAM AHEAD.

I THINK THIS EXEMPLIFIES STRIKINGLY THE FACT THAT HOLLYWOOD AS A WHOLE IS MEETING COMPETITION TODAY - AND FIGHTING FOR ITS LIFE - BY GIVING THE VERY BEST IT HAS TO MAKING FINE ENTERTAINMENT. I AM SURE THIS COULD BE SPLENDIDLY DRAMATIZED BY DEVOTING A MAJOR PART OF THE SHOW TO A MOST INTERESTING SKETCH OF THE MAKING OF THE PICTURE AND EVEN SOME SCENES FROM IT. CONSIDERING THE PERSONALITIES AVAILABLE: DANNY KAYE, RENEE JEANMAIRE (WHO SCORED SUCH A SUCCESS WHEN SHE DANCED "CARMEN" WITH PETIT), FARLEY GRANGER, FRANK LOESSER ("GUYS AND DOLLS") WHO WROTE THE SCORE, MOSS HART WHO DID THE SCREENPLAY, CLAVE, THE GREAT FRENCH ARTIST WHOM I BROUGHT OVER TO DO THE BALLET SETS, MME. KARINSKA, WHO IS DOING THE COSTUMES, CHARLES VIDOR, WHO IS DIRECTING, THE SCOPE OF THE PRODUCTION AND ALL THE OTHER ELEMENTS, I THINK A TREMENDOUSLY EFFECTIVE JOB COULD BE DONE. WHEN THIS WOULD BE ROUNDED OUT WITH A PANORAMA OF HOLLYWOOD,

TOGETHER WITH INTERESTING TELEVISION SHOTS AND FIGURES AND WITH YOUR MASTERFUL OVER-ALL PRESENTATION, I AM SURE YOU WOULD WIND UP WITH A GREAT SHOW.

I WOULD, OF COURSE, BE GLAD TO GIVE YOU EVERY COOPERATION AND THE ACCESS TO OUR PRODUCTION THAT WOULD LET YOU GET WHATEVER YOU NEEDED.

THIS WOULD MAKE THE SAME KIND OF OUTSTANDING SHOW AS YOUR VISIT TO A TYPICAL COAL MINE TOWN. YOU HAD WONDERFULLY INTERESTING MATERIAL THERE AND PROJECTED IT TO THE AUDIENCE IN SUCH A WAY THAT HELD ME - AND, I AM SURE, THE REST OF YOUR LISTENERS - SPELLBOUND. I AM SURE YOU CAN GET THE SAME FEEL INTO THIS KIND OF STORY ON HOLLYWOOD.

WITH ALL WARM REGARDS, I AM

SINCERELY,

Dave

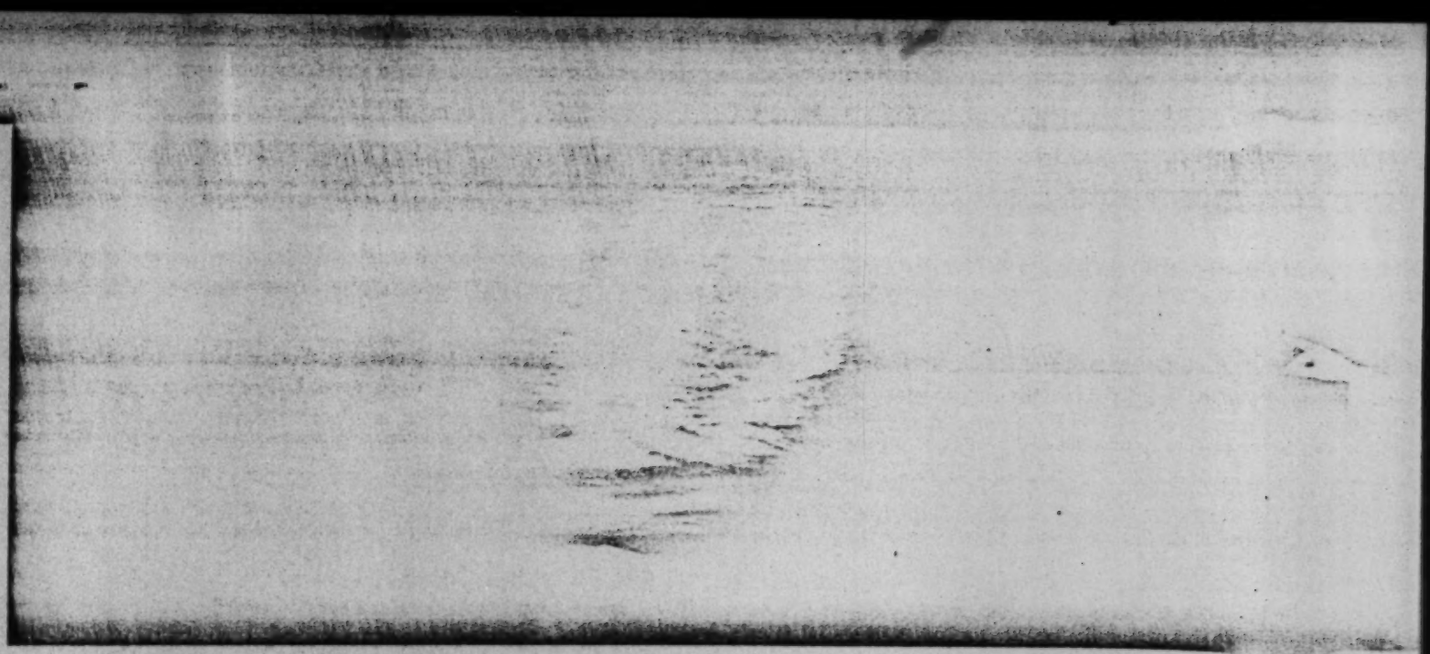
MR. EDWARD R. MURROW
COLUMBIA BROADCASTING SYSTEM
485 MADISON AVENUE
NEW YORK 22, NEW YORK

"SEE IT NOW"

THE MISSOURI CRESTS at OMAHA

FLOOD IN COUNCIL BLUFFS, IOWA

April 20, 1952



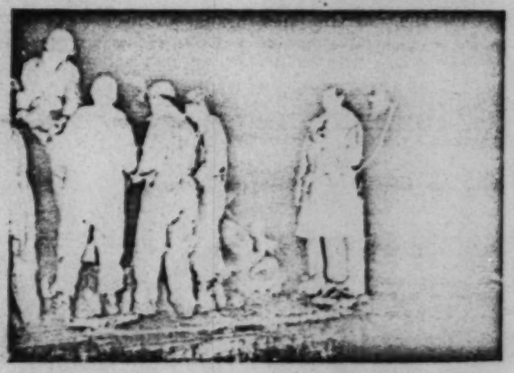
THE MISSOURI CRESTS AT OMAHA

APRIL 20, 1952

The Missouri River which starts up in western Montana at Three Forks reached the flood stage at Bismark and Pierre, South Dakota, and the disaster stage at Omaha and Council Bluffs. We remember most the hours after midnight when it crested and when no one was sure of the outcome.

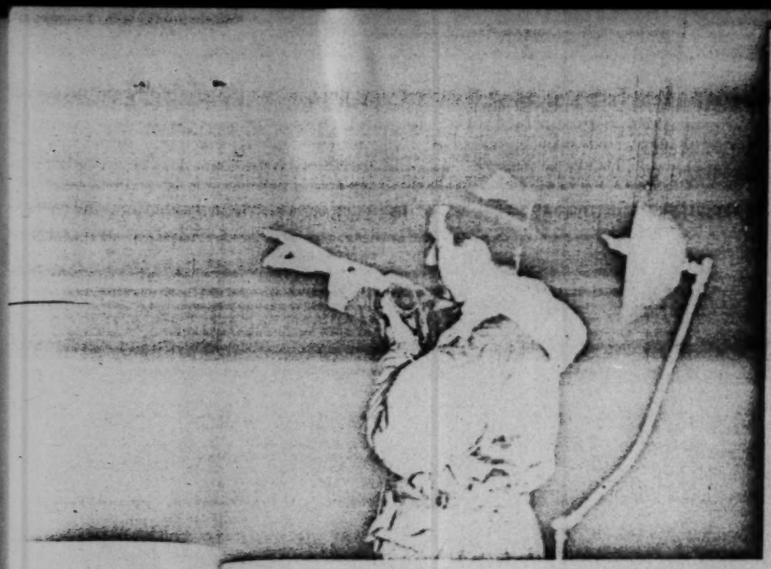
MURROW: This is Thursday night and the big test. The river beats against the levees and the bridges with a thudding hum like a great heartbeat. The river seems to strum on the steel of the bridge. One giant searchlight slowly sweeps the dark levee, giving a few seconds of light to the men working in the night. All through the black hours, from its stationary mount on the Douglas Street bridge, this light throws its white beam over the areas where men have spent hours of sweat, where men wait to see if they will win or lose.

All during Thursday it had rained. At midnight it was cold. The mud could have been in Korea, Arnheim or the Bulge. These are Air Force boys. They're loading sandbags on a barge. The Air Force is responsible for a stretch of five miles of levee here. They



load the sandbags on the barge and then when there's an emergency, a small break in the levee or a sand boil, a tug will come and pull this barge out onto the river. As you see, the men are all wearing their Mae Wests because when these sandbags are tossed out on the barge, they will go with it. And if the tug comes, it will come from down in this direction to come up and hook up onto the barge and pull it and these Air Force men out to the point of immediate danger.

Midnight passed and the levees held. The night was reluctant to lift its cover from a



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devastation above and below Omaha, where the river spread to 17 miles. The crisis came and passed almost imperceptibly as the great river rose up and then started to settle down.

And those of us who watched the river didn't know when the crest arrived. At four o'clock in the morning, we were back on the Douglas Street bridge between Omaha and Council Bluffs.

It's now four-thirty in the morning. The Missouri has crested, and if there's a certain unsteadiness in this picture, it is because of the thud and hammer of the Missouri River just below us. We're now on the bridge between Council Bluffs and Omaha. And I find myself for the first time in quite some time in agreeable conversation with a couple of traffic cops—two gentlemen who have been on this bridge for hour after hour, and I will ask them first to identify themselves.

Your name, sir?

JOHNSON: Horace Johnson.

MURROW: And your occupation?

JOHNSON: With the J. C. Penney Company in Omaha, Nebraska.

MURROW: How long have you been acting as traffic cop on the bridge here?

JOHNSON: Since Monday night.

MURROW: How much sleep have you had in the meanwhile?

JOHNSON: Oh, I'd say about twelve hours.

MURROW: And what about your family?

JOHNSON: Oh, they're at home.

MURROW: And they're in Omaha and safe from the flood so far.

JOHNSON: Yes, sir.

MURROW: Now we'll be back to you in a minute. But let's go over here and find the other friendly traffic cop at four-thirty in the morning. Your name, sir?

TUNNELL: Ken Tunnell.

MURROW: And your occupation?

TUNNELL: Union Pacific Railroad.

MURROW: I would like to get back again to this business of—all the people, not just you fellows in Civil Defense uniforms and so forth. What stimulated this . . . I mean, talk to me a little about it.

TUNNELL: Well, I don't see how you can put your finger on it to give a good explanation of it. It's just something that comes from people in this part of the country. When this country was new, that's the way we worked out here, and that's how this country was made great, in this part of the country where we are now, and I really believe that I'm . . . this is the greatest part of the country and the greatest people in the world is right here, in the Midwest. They had to be tough to start it. They're following through now with what we've learned from our ancestors.

HEADQUARTERS STRATEGIC AIR COMMAND
OFFUTT AIR FORCE BASE
OMAHA, NEBRASKA
OFFICE OF THE SPECIAL ASSISTANT

SN

Apr 20 '52
Flood in Council Bluffs, Iowa

Dear Mr Murrow,

I regret that we did not have the opportunity to meet during your stay here in Omaha. Undoubtedly this has been a hectic time for you and I hope that SAC has been of some assistance.

At Lt Joyces request I asked Col W.R. Yancey, Chief of the Recconasiance Division, Directorate of Operations this Command to write a narrative of the role of "Strat Recce" in rendering assistance to the Engineers and Civil authorities. His narrative is the best that I have seen on the subject and should provide adequate background material for your use.

Ret'd 4/28

I would like to request that you send the photographs and negatives back to this office when they are of no further use to you. You may recall there was quite a flap a year or so ago when a photo mosaic of an large eastern city was "discovered" on the wall of a hotel. As the photo was of Air Force origin there was some criticism directed at the Air Force for releasing such a photo that could conceivably be of target planning value to an enemy.

Obviously use on television of this type photo would be of no benefit to the so called, "enemy" So, if you will return it to me at the address above my concience will be clear. Thanks and best wishes. Sincerely,

Frank Tilley
Lt Col USAF SPEC ASST

PUBLIC INFORMATION DIVISION
HQ. STRATEGIC AIR COMMAND
OMAHA, NEBRASKA

RELEASE # 314

Peacetime value of SAC's strategic reconnaissance work got a strong endorsement today from the Commanding General of the Missouri River Division of Army Engineers.

Brigadier-General Don Shingler, C.G. of all Engineer units battling the worst flood in the modern history of the Missouri River Valley, said photographic reconnaissance planes have furnished his command with invaluable aerial photos of the river from its headwater at Fort Peck, Montana, on down to below St. Louis, Mo.

"The aerial reconnaissance work being accomplished by the Air Force," General Shingler said, "is important not only in our day-to-day planning and disposition of flood fighting forces, but will be extremely valuable in providing an aerial photographic record of the behavior of the river in this greatest of all upper Missouri River floods."

RB-36s of the 28th Strategic Reconnaissance Wing, of Rapid City, South Dakota, and RB-45s of the 91st Strat Recon Wing, of Lockbourne AFB, Ohio, are giving the Corps of Engineers 3,000 miles of waterline-to-waterline aerial photo coverage of the flood-swollen Missouri River.

SAC's photo reconnaissance planes have taken thousands of pictures of the Missouri and all of its upper valley "feeder" rivers like the Little Missouri, Heart, Cheyenne, White, Big Sioux and Cannonball Rivers and Cedar Creek.

After the Corps of Engineers have planned their campaign against the flood on the basis of the photographs, they turn them over to requesting agencies for further study.

SAC's mission in war is destruction of an enemy's fighting potential, but in this peacetime emergency, General Curtis E. LeMay offered the Engineers full use of cargo transport aircraft and ordered the photo recon units into action in a convincing demonstration of ~~this~~ the command's flexibility and peacetime usefullness.

HQ STRATEGIC AIR COMMAND
OFFICE OF THE SPECIAL ASST

EXCLUSIVE FOR ED MURROW-

Reconnaissance aircraft of the Strategic Air Command have been photographing the crest of the Missouri River daily since 2 April 1952.

As a peacetime function these Strategic Reconnaissance aircraft are made available to furnish material to the Corps of Engineers; not only following the crest of the flood, but delivering photography from which the Engineers can accurately plot the actual flood stages as the waters rise and fall. The scheme of operations is a relatively simple one, so far as the mechanics of requesting the photographic coverage is concerned. It falls under the classification of Emergency Flood Control and the regional office of the Corps of Engineers in Omaha has authority to communicate directly with the Reconnaissance Division of Headquarters Strategic Air Command. As this coverage must be secured promptly, most of the requests are made by phone. As the request is received at Headquarters Strategic Air Command, an Operations Order is immediately forwarded to one of the Strategic Reconnaissance operational units. Normally the photography is flown in a matter of hours after the request is made unless the Corps of Engineers had had time to plan ahead and is able to make their request one or two days prior to the assignment.

The two units which have assisted in the Missouri River flood coverage have been the 91st Strategic Reconnaissance Wing at Lockbourne Air Force Base, Columbus, Ohio; and the 28th Strategic Reconnaissance Wing (Heavy) at Rapid City, South Dakota. The 91st, with their fast four-engine jet reconnaissance aircraft, can depart Columbus, Ohio, and make a one-run flight between Sioux City and Kansas City, cruising at above 30,000 feet, and return to Columbus in a matter of less than four hours. The coverage they secure on such a mission is tri-metrogon

photography, scale 1/60,000 (from horizon to horizon); split vertical photography, scale 1/15,000 (approximately eight miles wide); and forward shooting oblique. The 28th Strategic Reconnaissance Wing, flying their huge RB-36's, can secure even more photography even though the smaller jet aircraft more than fulfill the demands of the Corps of Engineers.

An interesting piece of work was accomplished on the very first day this flood control photography was assigned. At approximately nine o'clock in the morning of 2 April, the Corps of Engineers called requesting coverage of the Little Missouri River from where it crosses the Montana-Wyoming state line 250 miles down to where it enters the Big "Mo". Eighth Air Force headquarters at Fort Worth, Texas, and headquarters for the 28th Strategic Reconnaissance Wing at Rapid City, were requested to secure flood control photography of this river on that day. The 28th Strategic Reconnaissance Wing was alerted and it so happened that an RB-36 was already airborne in the vicinity of the project. Before noon the aircraft had landed and the photography was being processed in the Reconnaissance Technical Squadron. This is characteristic of the daily operations as the flood waters have pushed their way toward Omaha.

The Missouri River has been photographed daily from its junction with the Yellowstone River near the border of North Dakota and Wyoming -- down through Bismark, North Dakota, into South Dakota through Pierre on to Sioux City, Omaha and St. Joe, Missouri. In addition the Heart and Cannonball Rivers, tributaries of the Missouri in North Dakota, and the Big Sioux from Watertown to where it enters the Missouri at Sious City have been covered.

As of 18 April, 26 requests have been flown covering 3800 river miles of photography. Even though such assignments are good training for the Strategic Air Command Reconnaissance crews, they are hopeful their products will assist the Corps of Engineers to harness our rivers and prevent recurrences of such disasters making Emergency Flood Control Photography a thing of the past.

"SEE IT NOW"

A VISIT WITH CANDIDATE EISENHOWER

Denver

June 29, 1952

A VISIT WITH CANDIDATE EISENHOWER

Ten days before the 1952 Republican convention in Chicago we chatted with General Eisenhower and Mrs. Eisenhower in the back yard of the home of Mrs. Eisenhower's mother, Mrs. John Sheldon Doud.

JUNE 29, 1952

EDWARD R. MURROW: General, is this campaigning like anything you've ever done before?

DWIGHT D. EISENHOWER: Completely strange, and I must say it's mystifying.

MURROW: This sort of interferes with your golf game, doesn't it?

EISENHOWER: Very markedly.

MURROW: What about the painting?

EISENHOWER: Painting. I haven't even unwrapped my painting box since I've gotten here. Haven't had time.

MURROW: And bridge?

EISENHOWER: None. [LAUGHTER.] None. Very demanding activity, this thing, because there's so many facets—so many people to see and so many different things to do, including preparation of talks and meeting of people. It's very demanding.

MURROW: Do you find that writing political speeches is more difficult for you than writing military documents and orders?

EISENHOWER: Yes, because it's not only a strange world, but you know I'm merely trying to be honest and show my own approach to these problems. There's so many

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MURROW: that yo Why no

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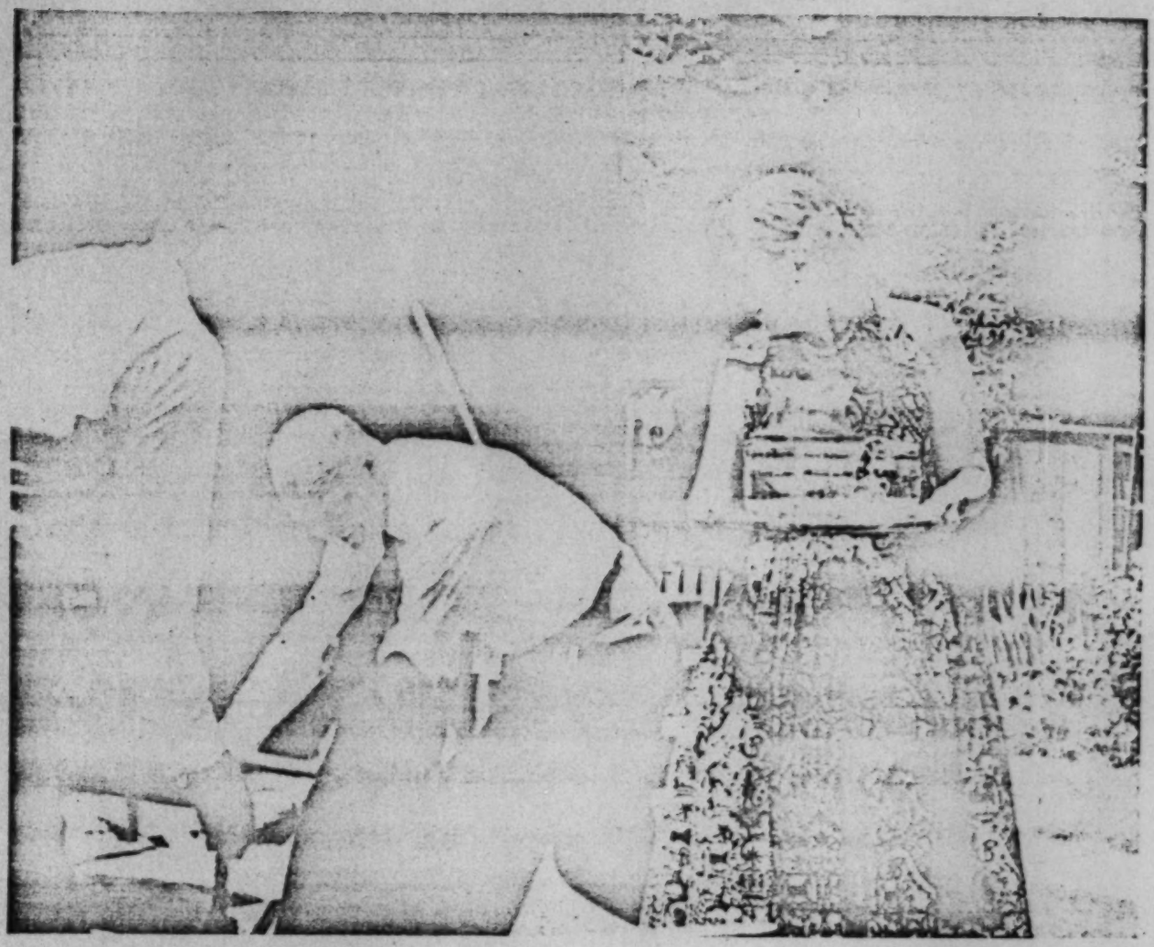
of 'em, I don't pretend to have an answer.

MURROW: General, you've said repeatedly that you would not engage in personalities. Why not?

EISENHOWER: I believe nothing is gained by dealing in personalities; moreover, when you deal in personalities, you create hurt feelings, and they are very difficult ever to heal. In a way, it is an unforgiveable thing, if it is not necessary in order to show the difference between, let's say, doctrine or principle. Moreover, I personally have been the target of many kinds of personal attacks, and finally, I think they create the feeling in me, it wasn't a very big man that made them.

MURROW: General, why did you decide to go to Chicago for the convention?

EISENHOWER: Ed, you've known me for a good many years, and particularly the latter years when I have been one of the senior Army officers and you got used to a situation in which I was sort of a boss, at least over my own staff, my own surroundings, my own movements. I'm not any more. These so-called political associates



have taken over, and I'm obeying their orders and their recommendations.

MURROW: You know, General, it's probably going to be a lot hotter in Chicago than it is here.

EISENHOWER: I've no doubt about that, but it's warm enough here, and Mamie thought about bringing us out some iced tea and she'll be along in a second.

MURROW: Here she is now. I'll just bring up this . . .

MRS. EISENHOWER: Here, here. Hope I get it down.

EISENHOWER: There you are. I hope you can pour it. You're the hostess.

MRS. E. [LAUGHS]: I can pour it, all right. Of course you might get a little extra ice, but then . . . Ed, do you like to have sugar in yours?

MURROW: No, I'll have it just as it comes. Thank you. Mamie, how are you enjoying this campaigning?

MRS. E.: Well, I might admit it's been terrifically interesting as far as I'm concerned. I've been much impressed with the women. The number of women that have gone out to work.

MURROW: What sort of questions do the women ask generally?

MRS. E. [LAUGHS]: There's always one they ask, and that's about Korea. That's the one question that most women ask. I think it's because they're probably mothers and—what's going to happen to their sons, or maybe their grandsons—how Korea is going to affect the world from now on in.

EISENHOWER: Incidentally, they always ask that question very sympathetically because they know that our boy goes to Korea this month. They always ask it very sympathetically.

MURROW: You probably miss your own son and your grandchildren, don't you?

MRS. E.: Oh, I should say we do. The house is mighty, mighty lonesome without them.

MURROW: General, do you mind being called a Conservative?

EISENHOWER: I don't mind what names they call me. I remember when my mother used to conserve things in the fall, and she didn't conserve the cockleberries and the sunflowers; she conserved the good things out of the garden. All that I'm trying to do is conserve the good things that we've had all these years.

MURROW: You don't mind his being called a Conservative either, do you, Mamie?

MRS. E. [LAUGHS]: Not when he explains it like that.

MURROW: Tell me, does he get irritable now working these long hours under strain all the time?

EISENHOWER: Don't answer. Don't answer.

MRS. E.: To tell you the truth, I don't see him long enough to know whether he is or not.

MURROW: The other day Senator Lodge came out here and made some rather optimistic statements, and there seems to be a considerable amount of optimism around your headquarters. How do you feel about it? Are you confident? Are you making any predictions?

EISENHOWER: Ed, Cabot Lodge and his associates are experienced politicians. They know what's going on in a struggle like this. Moreover, they're honest men and they're certainly not trying to kid themselves or kid me. Moreover, and beyond this, I never went into a fight in my life except to win. So my answer would have to be, yes, I share their confidence.

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JANUAR

"SEE IT NOW"

CHRISTMAS IN KOREA

No. 1

December 28, 1952

See

CHRISTMAS IN KOREA

Peacetime

December 29, 1953

SIA

February 23, 1953

Dear Commodore Richards:

Belatedly many thanks for the kind words of January 6. The trouble with this business is that once a show is finished one never manages to keep level with the correspondence resulting from it because there is too much work to be done on the upcoming show. It was good of you to write as you did and I'm glad the show was a source of pleasure for you and your family.

Sincerely yours,

Commodore J. K. Richards
National Security Industrial Association
110 William Street
New York 7, New York

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NATIONAL SECURITY INDUSTRIAL ASSOCIATION

FOUNDED IN 1944 AS
NAVY INDUSTRIAL ASSOCIATION

110 WILLIAM STREET · NEW YORK 7, N.Y.

JOHN K. RICHARDS
Executive Director

January 6, 1953

My dear Mr. Murrow:

May I express my admiration and thanks for your wonderful program rebroadcast last Saturday afternoon. We have made a point of watching constantly your weekly series, "See it Now", but never thought one of our family would appear on the screen with you. That, however, is exactly what happened on your Christmas broadcast - Major T. L. Randall, USMC is my son-in-law and the joy you brought our daughter, his wife, when she saw him well and talking to you can be better imagined than expressed.

Your week by week program is in my opinion one of the highlights in life today and may I thank you for the educational and splendid guidance you are giving the American public in these disturbed times.

As we have mutual friends, I hope that I may have the pleasure of meeting you in the not too distant future.

Again, with many thanks for what you are accomplishing and with sincere hopes for your continued success, I am

Most cordially,

J K Richards

Commodore J. K. RICHARDS, US NAVY (Ret)

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York, N. Y.

Telephone
CIRCLE 6-5100

Cable:
DIGESTION, NEW YORK

Reference for reply

BRITISH INFORMATION SERVICES
30 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

310

January 28, 1953

Mr. Edward R. Murrow,
Columbia Broadcasting System,
485 Madison Avenue,
New York City.

My dear Ed:

All at B.I.S. are most appreciative of your great generosity in giving us the British portion of your Korean film which will be tremendously valuable to us, particularly in the absence of anything comparable from our own sources.

Jack Aistrop, our TV and Radio officer, in conjunction with Fred Friendly and Hank Hanson, both of whom have been most helpful, has extracted 2-1/2 minutes from the film which we propose to use on TV interview programs in conjunction with British visitors to this country (such as the Chaplain-General of the British Armed Forces, for instance, who is currently in New York, and who was recently in Korea) appearing on out of town TV stations using 35 mm equipment.

We should like to give due acknowledgment to you and to C.B.S. on each and every program, unless you have any objections to our doing so, in which case please let me know right away.

Once again, Brother Ed, a million thanks for providing us with something we have been wanting for a very long time and

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which we saw no prospect of obtaining.

With best wishes,

Yours, as ever,

Bill

C. B. Ormerod

/js

"SEE IT NOW"

FLOOD IN ENGLAND - CANVEY ISLAND

February 8, 1953

SEE IT NOW .... FEBRAURY 8. 1953

SHOW 23

NO.	SUBJECT	TIME	ACCRUED	BACK TIME
1.	OPENING	:55		
2.	MURROW	:30	1:25	
3.	FLOOD IN ENGLAND	9:30	10:55	
4.	MURROW	:30	11:25	
5.	TRUMAN	4:34	15:59	
6.	MURROW	:10	16:09	
7.	ALCOA - LIFE Goes to Press	2:14	18:23	
8.	MURROW	:30	18:53	
9.	EDISON	7:55	26:48	
10.	MURROW	:20	27:08	
11.	ALCOA	1:10	28:18	
12.	FRED W FRIENDLY	:06	28:24	
13.	CREDITS	:20	28:44	

SEE IT NOW .... FEBRUARY 8, 1953 Mi-Mexico

TAPE ....

HOLDER: Stand by now for "See It Now" with Edward R. Murrow, which originates in the control of Studio 41 in New York City.

TAPE .... HOLDER:

... is the editor of "See It Now",

Edward R. Murrow.

LIVE ....

MURROW TAKES 30 SECONDS TO LEAD INTO THE FLOOD.

MURROW: (OPENING LINES FROM MURROW, ENDING WITH ...)

Again looking for the Little Picture, "See It Now" sent correspondent Howard K. Smith to the island of Canvey on theBritish coast. Holland, was, off course, even harder hit, but we chose an English village because of the obvious language barrier.

TAPE ....

ENGLAND FLOOD

SMITH: .... nobody can take suffering the way you do.

THEN FIVE SECONDS
SILENT PICTURE

LIVE ....

MURROW TAKES 30 SECONDS TO LEAD INTO TRUMAN

MURROW: We sent our camera crew to cover a church supper in Independance, Missouri the other night....not so much to photography the guest of honor, but because we had a hunch we might get to see Bess Truman make her first speech. Our hunch was wrong; Mrs. Truman did not speak, but actually the few words spoken that night were hers. The lips were Mr. Truman's, but most of the thoughts had been in Mrs. Truman's heart for the last four years, perhaps longer....

TAPE ....

TRUMAN AT INDEPENDANCE

TRUMAN: ..... I think it is.

LIVE ....
ALCOA INTRO
10 SECONDS

MURROW: Time now for Alcoa. This week Alcoa's place in the printing industry,

TAPE .... HOLDER:

COMMERCIAL

.... Alcoa ... Aluminum Company of America.

LIVE ....

MURROW TAKES 30 SECONDS TO LEAD INTO EDISON

MURROW: It is now our purpose to talk of Thomas Alva Edison. Had he lived, he would have been 106 years old this week. Had he not lived, the electric light that lights this studio, the phonograph that records us, the motion picture camera and even the TV tube might never have been possible. For those of us who labor in radio and television journalism, Mr. Edison is indeed a patron father. Through his laboratory which has been opened to us, through his inventions and his own voice, we take you now to Thomas A. Edison.

TAPE ....

EDISON FILM

EDISON: ... but I've got a lot of ginger yet.

LIVE ....

MURROW TAKES 20
SECONDS TO CLOSE

MURROW:

Good night and good luck.

LIVE ....

MURROW AND THE BLIMP

TAPE .... HOLDER: This is Aluminum.

Alcoa ... Aluminum Company of America.

LIVE .... HOLDER: "See It Now", like the "I Can Hear It Now" record albums, is edited and produced by Mr. Murrow and Fred. W. Friendly.

HOLDER: Special assignment for "See It Now" were performed by News of theDay cameramen in the XXXXXX field.

Netherlands	1,372 dead
Britain	546
Belgium	23
	1,941

Thousands homeless, damage estimated at hundreds of millions. In Holland alone, damage estimated between 3 and 4 million.

"SEE IT NOW"

INTERVIEW

with

GENERAL LORD ISMAY

March 22, 1953

File Cabinet No. 1

Drawer 3B

General Correspondence I--9

Date 1960

All correspondence in this file is with General Lord Ismay, author of book on World War II. ERM made a ~~xxxx~~ one-hour program out of interview with him. Exchanges of letters affectionate and warm, ERM calls Ismay "Pug." All noteworthy.

SIN 3/22/53
[Murrow refers to Ismay as "Peg"]

ISMAY

Hand-in-glove with Churchill - his agent - a finger in every pie.

Begin in India as Cavalry subaltern 1902. - Why chose Army as career. Is it true one officer so stupid brother officers noted it?

Reminisce about pig-sticking, polo, finances, dances.

What did you read in those days - did you believe "if they didn't speak English, to hell with them"?

Where did you spend First World War?

Committee of Imperial Defense - how did it work? - what kind of man was Hankey?

The years of suspense, '36 to '39 - Why was Churchill left in the political wilderness by both Baldwin and Chamberlain? - What was your attitude toward the Munich Agreement? - Your personal estimate of Neville Chamberlain?

Did the war when it came give you a sense of relief?

Liaison between Britain and France during phony war period - Why no staff conferences with Belgians and Dutch?

Trips to France before and after Dunkirk - Horse pistol - How communicated telephonically from Paris to London - Why no more British fighters sent to France - First memories of De Gaulle - Petain - Weygand.

British reaction to Dunkirk (Victory).

Churchill's method of running a war.

Why didn't the Germans try to invade in 1940? And could they have succeeded?

Memories of the Battle of Britain - Famous tribute by Churchill - Operations Room Number 11 Group Fighter Command - Decision to send half of available tanks around the Cape to the Middle East.

Early contact with Americans - Hopkins, Winant, Harriman, Roosevelt.

First meeting with the Russians - Churchill's comment if Hitler invaded Hell - Did Russians drink as much as advertised - First impressions of Stalin -

Argument about aircraft versus surface ships - Harris and Tom Thumb Phillips - Scharnhorst and Gneisenau reaction.

Reaction to individuals, Roosevelt, Eisenhower, Marshall.

Did German attack on Yugoslavia save the Russians?

What was the essential difference in planning techniques as between British and Americans?

What do you recall as major arguments?

Do you agree with Montgomery that the war could have been won in 1944?

Service in India with Mountbatten during independence.

Secretary-General of NATO.

Estimate of present position - Changes required.

Lord Ismay

December 9, 1960

Dear Pug:

Thanks for yours of November 28th. No hurry at all. We will make payment when and to whom you designate, and we shall also send you a print so that your children and grandchildren may have it.

I have now seen two installments of the Churchill series, and while the critics have acclaimed them, I am distressed at certain inaccuracies.

The editing of our conversation progresses and my confidence in the final result is undiminished.

As ever yours,

General Lord Ismay
Wormington Grange
Broadway, Worcestershire
England

KKM:gw

WORMINGTON GRANGE.
BROADWAY. WORCESTERSHIRE.
TELEPHONE, STANTON 205.
STATION, TODDINGTON, G.W.R.

28th November, 1960.

My dear Ed,

I am dreadfully sorry to hear that you have been laid low with pneumonia. Having had it three times, I can sympathise with you very sincerely, but I implore you to take a good long holiday and get thoroughly fit before you start rampaging again.

The payment that your Company proposes to make for the very pleasant afternoon that I spent with you takes my breath away. At first I thought that you or your secretary had added an extra nought by accident (have you?): and then I thought of the lighthearted steeplechase jockey who observed on receiving his winnings, "Fancy getting all this for what I love doing".

Anyway, I do not feel it would be right for me not to allow my children to benefit by your very generous offer, and I am consulting the lawyers who look after the Trust which I have made for them, and which neither Darry nor I can touch, whether it would be possible for this absurdly generous payment to be made direct to the Fund. May I let you know later?

I shall be most interested to see how the boiled down version of our interview turns out. It must have been very painless, because I haven't the faintest recollection of anything that either you or I said. Mind you make the B.B.C. buy it, as otherwise I won't see it, but I am told they are very stingy.

All the very best and my most grateful thanks for your quite ridiculous financial proposals.

Yours ever
Pug

Mr. Edward R. Murrow,
485 Madison Avenue,
New York 22, N.Y.

Do give me good warning if you are coming over here, for I very seldom go near London in the winter. It hasn't stopped raining since we have been back, and my bellows don't work properly!

Gen. Lord Ismay

November 22, 1960

Dear Pug:

Pray forgive my delay in writing. I have been laid low with pneumonia for the past two weeks.

As I cabled you both the pictures and the content of our effort are admirable, and I am eager to get at the editing. Will let you know when it is scheduled. It has the makings of a memorable hour of television.

We owe you the sum of $2,500 and insist upon making payment. If you persist in your refusal to accept it, please let me have your instructions regarding your favorite charity.

It now appears possible that I shall be in London briefly sometime in middle or late January, and if so I hope to bask in the sunshine of your countenance without benefit of cameras.

As ever yours,

General Lord Ismay
Wormington Grange
Broadway
Worcestershire, England

ERM:gw

Lord Ismay

GENERAL LORD ISMAY
QUEEN ELIZABETH

DEAR PUG STOP HAVE JUST RETURNED FROM WEEKEND IN LONDON AND DEEPLY DISTRESSED AT MISSING OPPORTUNITY TO SAY YOU MY THANKS IN PERSON STOP PICTURE SOUND AND TAKE OF OUR EFFORT SUPERB STOP WILL ADVISE WHEN SCHEDULED FOR AIR STOP THINK IT WILL BE VISUAL DOCUMENT COMPARABLE YOUR BOOK AGAIN THANKS

Contant

ED MURROW

SW
514-70
10-20-60

Ismay, Gen'l Lord

VIA WESTERN UNION 8/23/60

GENERAL LORD ISMAY
WORMINGTON GRANGE
BROADWAY
WORCESTERSHIRE, ENGLAND

DEAR PUG

'TIS DOWNRIGHT UNFAIR FOR ONE MAN TO BE SO VERSATILE STOP YOU WRITE SUPERB PROSE STOP AM TRYING STEAL ABOUT FOUR HOURS YOUR TIME FROM YOUR PUBLISHERS IN ORDER DO EXTENSIVE RELAXED CASUAL TELEVISION INTERVIEW WHICH FEEL SURE BBC COMMONWEALTH WELL AS AMERICAN S.O.B.S WILL APPRECIATE STOP YOU OWE SUCH VISUAL DOCUMENTS NOT TO ME BUT TO HISTORY STOP WE WILL MAKE IT PAINLESS AND AT THE SAME TIME DIGNIFIED BUT MY PRIVATE WORKING TITLE IS QUOTE PIGS I HAVE STUCK FROM INDIA TO PARIS UNQUOTE STOP HOPE YOU AGREE AND HEARTIEST CONGRATULATIONS

ED MURROW

CC: FRED FRIENDLY

CBS REPORTS
514-182-625

Lord Dismay

CBSNEWS GAGA

F.F.

TWX ACRD13/WFC765 HMN28 BROADWAY WORCS 47 24 237P

LT ED MURROW SDREDC147/TWXD54/23RD NEWYORK

WAITING FOR FIRST BOOK TO BE PUBLISHED MY DEAR ED IS

LIKE WAITING FOR THE START OF ONES FIRST BATTLE STOP

YOUR MESSAGE MOST TIMELY AND MUCH APPRECIATED WILL DELIGHTEDLY

FALL IN WITH ANY ARRANGEMENTS WHICH YOU AND CHARLES BOLTE

DECIDE

PUG

S410AEST RHG

Paul Hammond

230 PARK AVENUE
NEW YORK 17, N. Y.
OREGON 9-2525

October 18, 1960

Dear Ed,

Am just about finished with Pug's Memoirs. It is the most complete and interesting book produced about World War II.

What a "good war", as he always said he had,- the right man for his job and so fair, yet frank. Am enjoying it tremendously and thank you for sending it.

Am off tomorrow for two days' shoot with Harry Sears. The first day he is shooting pigeon which is new to me in USA. During my tour of duty in the Pacific I had some wonderful pigeon shooting near Tulagi.

Your "Polaris" was a grand and fascinating show. I never saw you looking better. That dark suit I recommend even for shooting. My friend, Jim Smith, started "Polaris" when Assistant Secretary of the Navy for Air and "Polaris" was named for his "North Star Ranch" in Aspen, Colorado.

Pug is quite wrong regarding Bill Halsey winning the Battle of Leyte Gulf. I was ordered back from my six destroyers to work on a big rocket with Mitcher's support and I happened to be going through Pearl the day of the above battle and lunched with Nimitz. I have never seen him so serious and definitely "mad" about something. After lunch Forest Sherman told me that Bill Halsey had made a "bust" and I think he very nearly lost his job.

Yours,
Paul.

Edward R. Murrow, Esq.,
580 Park Avenue
New York 21, N. Y.

Oct. 1960	From Paul Hammond	Refers to "Pug's Memoirs". (This probably is Lord Ismay.) Hammond corrects the book's claim that Bill Halsey won the Battle of Leyte Gulf and explains why.

THE VIKING PRESS INC · PUBLISHERS
625 MADISON AVENUE · NEW YORK 22 · NY
Cable: Vikpress *Telephone: PL 5-4330*

September 6, 1960

Mr. Edward R. Murrow
CBS
485 Madison Avenue
New York 22, New York

Dear Ed:

You are too modest. You write good blurbs, at least if the one on Ismay is a fair sample. Many thanks.

Yours,

Charles G. Bolte

CGB/pg

Charles Bolte

September 1, 1960

Dear Charles:

I am never any good at writing what I think you fellows call "blurbs," but here are a few sentences. Do with them what you will:

> "Throughout the war, General Lord Ismay was Mr. Churchill's agent. He had 'a finger in every pie,' and he has written the record with humor and restraint."
>
> "General Lord Ismay's career stretches from pig-sticking in India as a young subaltern to prickly diplomats as Secretary-General of NATO. Along the way, he served as Mr. Churchill's personal Chief of Staff, and he has written the record with brilliance and objectivity. His book is the best of those done by the 'writing generals.' "

Charlie, this is pretty dreary stuff, but maybe your experts can make something of it. If not, let me know and I will try again.

As ever yours,

Mr. Charles G. Bolte
The Viking Press Inc.
625 Madison Avenue
New York 22, N. Y.

EBM:rg

PUBLISHERS · THE VIKING PRESS INC · NEW YORK 22 NY

Cable address · Vikpress 625 MADISON AVENUE *Telephone · PLaza 5-4330*

August 26, 1960

Mr. Edward R. Murrow
CBS
485 Madison Avenue
New York 22, New York

Dear Ed:

On the Ismay, I wonder if you'd be willing to put down on paper something along the lines of the enthusiasm for the book which you expressed to me yesterday on the telephone? A good quote from you would be most useful in our advertising and publicity program.

I also wonder if you would care to give us the names of some people to whom you would like us to send the book in advance of publication?

As you are doubtless aware, we are confronted here with the problem of a first-class book by a great man of whom most people in this country have never heard. We therefore want to make extraordinary efforts in advance of publication to get people to realize what a treat they have in store for themselves. Anything you can do to help, in addition to the tremendous help that the TV show will be, would be much appreciated by all of us, as well as by your faithful admirer Pug.

I'll be in touch with you as the time approaches for the visit. Don't you hesitate to be in touch with me if there's anything at all that I or anyone else here can do to help.

Yours ever,

Charlie

Charles G. Bolte

CGB/pg

PUBLISHERS · THE VIKING PRESS INC · NEW YORK 22 NY

Cable address · Vikpress 625 MADISON AVENUE *Telephone · PLaza 5-4330*

August 18, 1960

Mr. Edward R. Murrow
CBS
485 Madison Avenue
New York 22, New York

Dear Mr. Murrow:

Tom Guinzburg has asked me to pass on to you the details of Lord Ismay's visit in October. Lord and Lady Ismay are scheduled to arrive on the Mauretania on October 6th, and will stay in New York (as the house guests of Mr. and Mrs. Ronald Tree) until Monday, October 17, when they fly to Chicago. Their next stop is Washington, on the 23rd, and then Baltimore on the 25th. They sail on the 27th, going direct to the ship after coming up from Baltimore that day.

During the period October 6 - 16, Lord Ismay has the following commitments:

Mon., Oct. 10 - New York Herald Tribune Book and Author Luncheon
Thurs., Oct. 13 - a luncheon and informal discussion session with military correspondents, sponsored by the British Information Services (you will be hearing about this yourself)

In addition, the Council on Foreign Relations has expressed interest in having Lord Ismay be the speaker at one of their late afternoon informal meetings, but no definite commitment has yet been made. Lord Ismay has also indicated that he wants to go to Philadelphia for a day - probably Wednesday the 12th. Since he has asked us to limit his engagements to one each day - and nothing before lunch - perhaps you will want to write him direct about your proposal. His address is Wormington Grange, Broadway, Worcestershire, England. I should think Friday the 7th, Tuesday the 11th (he has a dinner engagement that evening but I doubt that would interfere with anything you might have in mind), or Friday the 14th might be the best times to aim at. And of course there is also the weekend (the 8th and 9th).

You probably know that Mr. Bolte, who is in charge of arranging Lord Ismay's program, is away until Tuesday. If you need to know anything more before then, please don't hesitate to let me know.

Sincerely yours,
Phyllis Gelbman
Secretary to Charles G. Bolte

pg

P.S. Of the remaining free dates, at least one (as yet indefinite) will be taken up by a reception given by the English-Speaking Union.

August 10, 1960

Mr. Charles G. Bolte
The Viking Press Inc.
625 Madison Avenue
New York 22, N.Y.

Dear Charles:

Many thanks for sending me the page proofs of Pug Ismay's book. He is indeed an old and cherished friend.

I am no longer associated with PERSON TO PERSON, and SMALL WORLD is not returning to the air this fall, but I shall certainly see what can be done about arranging something.

As ever yours,

ERM:akh

cc: Charles Collingwood, PERSON TO PERSON

Mike Marlow, FACE THE NATION

N.B. Aug. 17. Thomas Guinzberg of Viking will send Lord Domaig's schedule as it arrives — so RRM + FF can plan interview à la Lippmann.

PUBLISHERS · THE VIKING PRESS INC · NEW YORK 22 NY

Cable address · Vikpress 625 MADISON AVENUE *Telephone · PLaza 5-4330*

June 17, 1960

Mr. Edward R. Murrow
CBS
485 Madison Avenue
New York 22, New York

Dear Ed:

We are to become in the fall the proud and happy publishers of Pug Ismay's memoirs. I am sure you knew him during the war, and I am equally sure you will like his book. I am attaching herewith a set of English page proofs which we've just received.

Pug has volunteered to come over here for a visit around about publication time, which is now scheduled for October 10th. He will arrive on the 7th and be here until the 21st of October. He will probably do a Pilgrims dinner during that time, and he's agreed to speak at the Herald Tribune Book & Author Lunch on the Monday of publication. It occurred to all of us that, depending on what your own fall program plans are, you might well want to involve him in something or other. I should think he would be a marvelous person for you to have a person-to-person depth interview with; or one of a team on a small-world-type program, perhaps with two or three American generals, reminiscing about the last war and reflecting about our present defense posture. But I won't presume to give you notions.

I hope you will want to read the book, and I hope you will want to work out something on the air when this especially noble lord is here.

Yours ever,

Charlie

Charles G. Bolte

CGB/pg
enc.

On board the S.S. United States Ismay, Lord

ORGANISATION DU TRAITÉ DE L'ATLANTIQUE NORD
NORTH ATLANTIC TREATY ORGANIZATION

PALAIS DE CHAILLOT
KLÉBER 50-20

LE SECRÉTAIRE GÉNÉRAL
SECRETARY GENERAL

26th March, 1953

My dear Ed,

Thank you so much for your telegram.

I enjoyed our "act" immensely. You gave me such support and encouragement in spite of the distance between. Let's do it again one day, and mind you let me know if you and your lady come to Paris.

Happy days.

Yours

Pug

Mr. Edward Murrow

Lord Ismay

SIN Sp.

MARCH 23, 1953

LORD HASTINGS ISMAY
C/O MR. RONALD TREE
123 EAST 79th STREET
NEW YORK CITY

THANKS GREATLY FOR YESTERDAY. TWAS MAGNIFICANT AND EFFECTIVE.

REGARDS,

ED MURROW

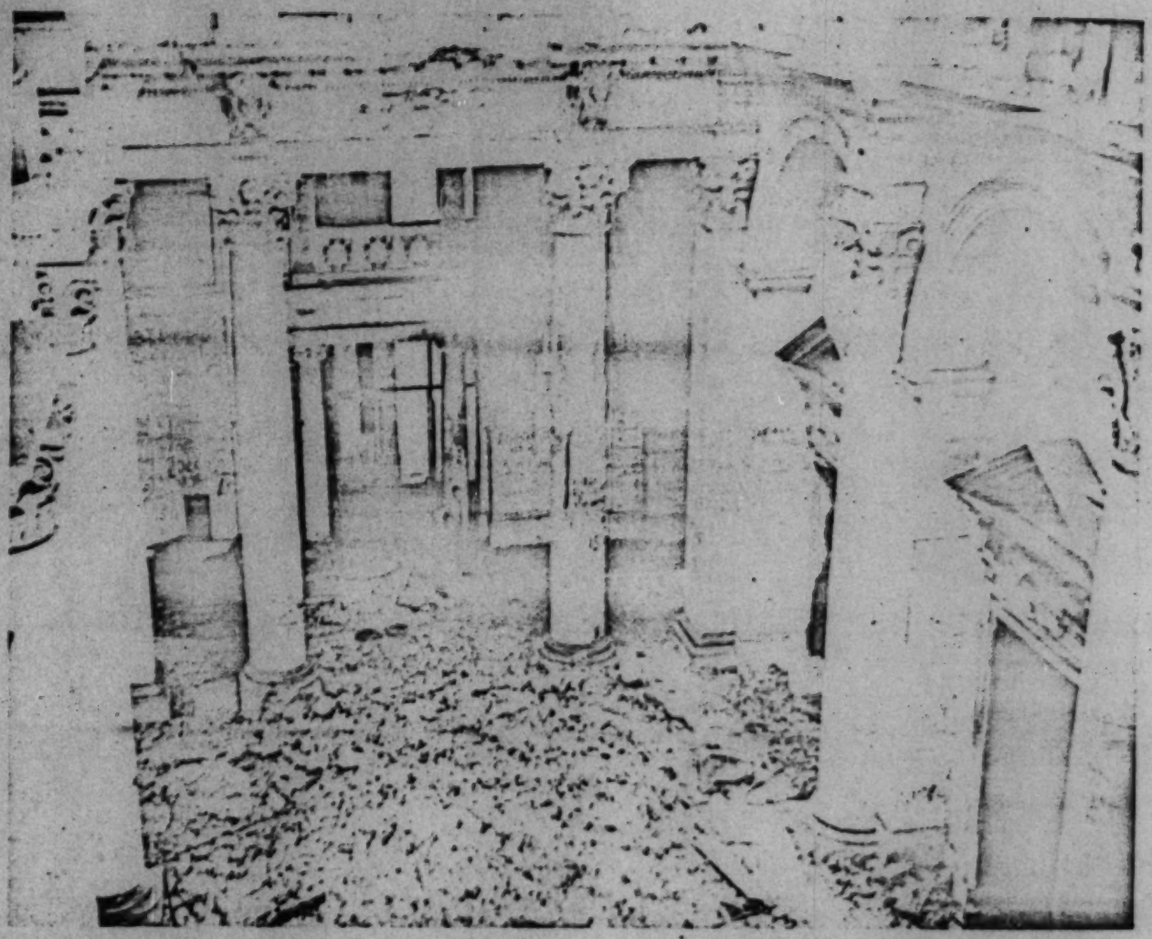
T150-43

March 22 - SIN Program

"SEE IT NOW"

THE BERLIN SHOW

September 22, 1953



ERNST REUTER IN THE REICHSTAG

SEPTEMBER 22, 1953

Dr. Ernst Reuter was Mayor of West Berlin during the time of the Communist blockade. He was a violent anti-Communist and a successful one. In September of 1953, correspondent Howard K. Smith stood with him in the gutted Reichstag building near the Brandenburg Gate. One week later, Mayor Reuter was dead.

HOWARD K. SMITH: How long, Dr. Reuter, do you think this condition can continue, with Berlin being divided in this fashion?

MAYOR REUTER: What can we do? As long as there is no decision between the world powers whether or not they can come to an agreement, we have to stand here. When we started in '48, everybody said to me, "It

cannot last for more than one year." But what shall we do? We have to be heroes. We have to be heroes—we don't want it. What can we do?

SMITH: Mayor Reuter, regarding your optimism about reunification of Germany, how do you foresee that coming about?

REUTER: It can come about only by using every means of pressure, persuasion, strengthening our moral force and showing to the Soviets that they are not in a position to digest Germany—that it doesn't give sense for them to be obstinate, to stand on a place which is lost for them anyway.

SMITH: What would we do? Would we try to get them into a conference?

REUTER: I think we have to test them, to test them every day and certainly by means of a conference, too. Well, nobody can foresee what will be the outcome of the conference, but the Soviets are not free in their behavior. If nothing comes out the desperation of our people in East Germany will become greater; their resistance will become greater. The Russians will know that very well.

SMITH: Well, are we doing the right things now, or are we doing enough of the right things?

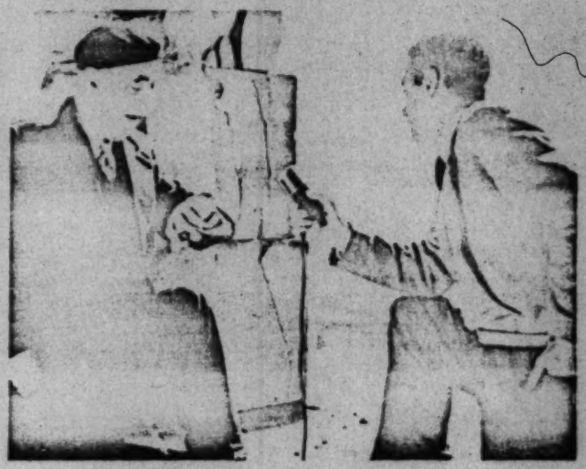
REUTER: Sometimes I have the feeling that we are acting too slowly and the co-ordination of the Western world is a very difficult business; I know that. And the strength of the Russians is our weakness and our lack of co-ordination, our lack of imagination to go ahead and to press them quicker and stronger than we have done before.

SMITH: What do you think about Sir Winston Churchill's idea of a kind of Locarno to give the Russians a guarantee of security?

REUTER: Yes, you know, old Churchill, during all his life, has been a man of imagination and something in his idea was not so bad. It is a pity that the Western world is moving so slowly and discussing everything for months and—we have an expression, "zerreden"—I don't know what it means in English.

SMITH: To speak things to pieces.

REUTER: Ja. Well, that . . . that is, we have to overcome this tendency in our own ranks, too. But now I beg your pardon. I have to go back to my office.



SMITH: Well, Mayor Reuter, thanks very much for showing me this building. It has been fascinating. I want to stay and take another look. Good-by and the best to you.

REUTER: Well, thank you. Good-by. I wish you all the best, and my best greetings for the American people.

SDN
Conkling, James

October 2, 1953

Dear Jim:

Many thanks for your note about the Berlin show. I am delighted to hear that you enjoyed it. I am glad to know that you have heard so much favorable comment about it. Judging by the mail we have received, the audience response was highly satisfactory.

I felt it was a worthwhile project and, needless to say, am proud of the good colleagues who contributed so much to the success of the program.

Sincerely yours,

Mr. James B. Conkling
President
Columbia Records, Inc.
799 Seventh Avenue
New York 19, N. Y.

EBM:ml

COLUMBIA RECORDS INC.

A Subsidiary of Columbia Broadcasting System, Inc.

799 SEVENTH AVENUE, NEW YORK 19, NEW YORK • CIRCLE 5-7300

JAMES B. CONKLING
President

September 24th, 1953

Dear Ed:-

I saw your Berlin show the other night and just wanted to compliment you on a magnificent job.

I haven't been in Berlin personally since 1948 and the progress in some degree has been impressive but in others (the amount of rubble still existing) seems negligible.

I really enjoyed the show and there is a great deal of very favorable comment about it here.

Sincerely,

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York City

j

52 N
Cramer, Marc

CBS TELEVISION

Office Communication

to: Marc Cramer

from: Kay Campbell

October 16, 1953.

Herewith the Howard K. Smith statement you wanted - from the Berlin show on SEE IT NOW:

"The industry with which these people work, despite the ruins, despite the demoralizing division of their country, convinces me that the Germans could have become easily the leading people in Europe if only they didn't have the fatal inclination to try to become it by war. Still to me they are the most industrious, the most capable, and politically, the most stupid, the most dangerous people in Europe."

CBS TELEVISION

A Division of Columbia Broadcasting System, Inc.

485 MADISON AVENUE, NEW YORK 22, NEW YORK · PLAZA 5-2000

Oct. 5th 1953

Dear Ed,

A friend of mine from WBNS-TV sent this on to me in hopes you might like it.

Incidentally, your initial program was just the greatest. Could you please rustle me up the last statement Smith made...

I'm downstairs room 407....temporarily!

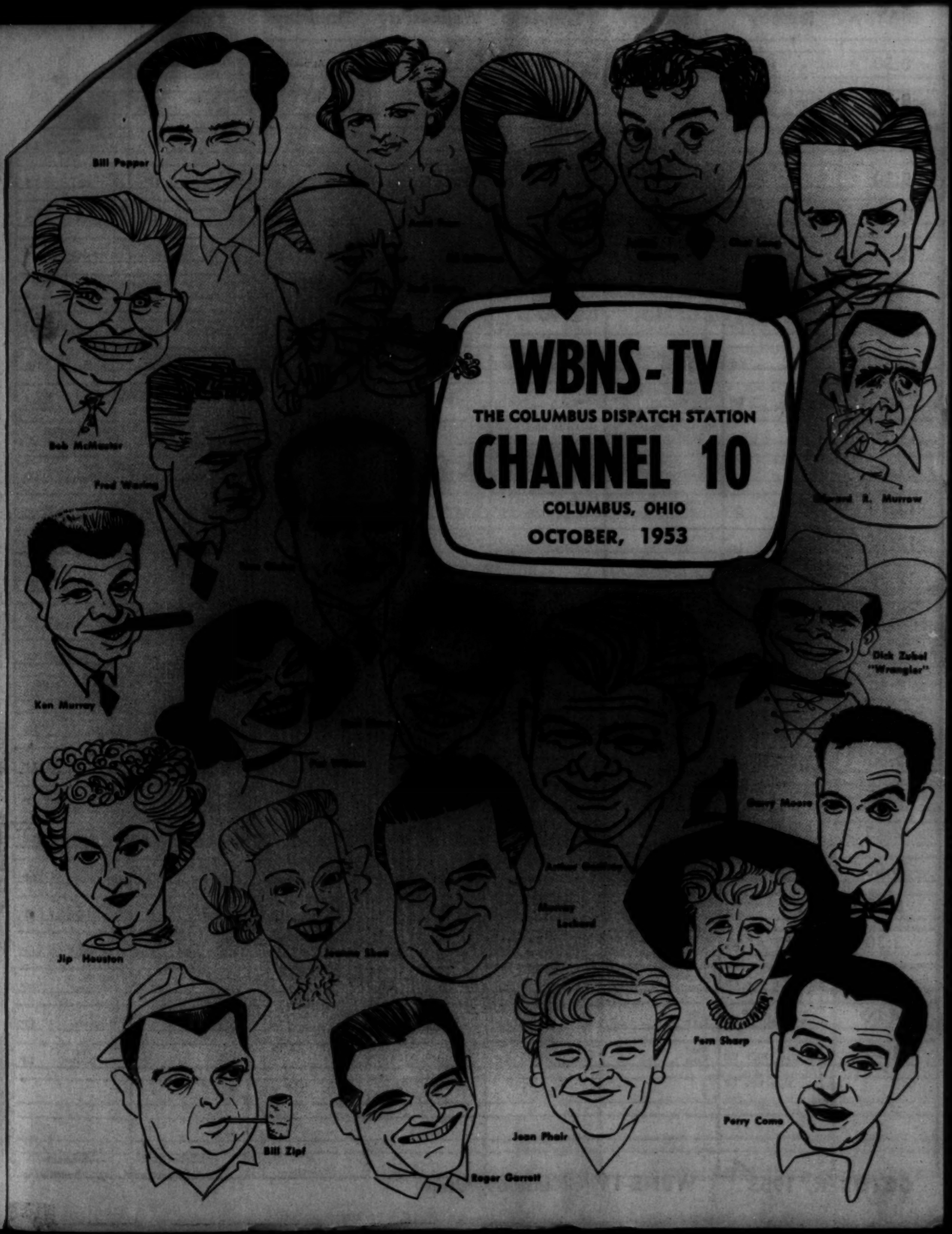
Keep up the good work.

Best.

Marc

7379

Marc Cramer


WBNS-TV
THE COLUMBUS DISPATCH STATION
CHANNEL 10
COLUMBUS, OHIO
OCTOBER, 1953
Bill Pepper
Bob McMaster
Fred Waring
Ken Murray
Dick Zubel "Wrangler"
Jip Houston
Jeanne Shaw
Arthur Godfrey
Murray Lechard
Garry Moore
Fern Sharp
Perry Como
Joan Phair
Roger Garrett
Bill Zipf

DAY	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
8:30		United Appeals Reports LS	United Appeals Reports LS	United Appeals Reports LS	United Appeals Reports LS	United Appeals Reports LS
8:35		Touring the Town LS	Touring the Town LS	Touring the Town LS	Touring the Town LS	Touring the Town LS
9:00		Take Ten LP	Take Ten LP	Take Ten LP	Take Ten LP	Take Ten LP
9:30		Take Ten LP	Take Ten LP	Take Ten LP	Take Ten LP	Take Ten LP
10:00	Christopher Program LS	Arthur Godfrey (Mu. of Omaha) CC	Arthur Godfrey (Esq. Polish) CC	Arthur Godfrey (Mu. of Omaha) CC	Arthur Godfrey (Esq. Polish) CC	This is the Life LS
10:15	The Peales LS	Arthur Godfrey (Kleenex) CC	Arthur Godfrey (Snow Crop) CC	Arthur Godfrey (Kleenex) CC	Arthur Godfrey (Snow Crop) CC	This is the Life LS
10:30	Two Gun Playhouse LS	Arthur Godfrey (St'r Kist Tuna) CC	Arthur Godfrey (Frigidaire) CC	Arthur Godfrey (St'r Kist Tuna) CC	Arthur Godfrey (Frigidaire) CC	Dione Lucas Show (Caloric) LC
10:45	Two Gun Playhouse LS	Arthur Godfrey (Lever Bros.) CC	Arthur Godfrey (Toni) CC	Arthur Godfrey (Lever Bros.) CC	Arthur Godfrey (Toni) CC	Dione Lucas Show (Caloric) LC
11:00	Two Gun Playhouse LS	Arthur Godfrey (Pillsbury) CC	Arthur Godfrey (Pillsbury) CC	Arthur Godfrey (Pillsbury) CC	Arthur Godfrey (Pillsbury) CC	Sharp Comments LP
11:15	Two Gun Playhouse LS	Arthur Godfrey (Chesterfield) CC	Bil Baird Show CS	Arthur Godfrey (Chesterfield) CC	Bil Baird Show CS	Sharp Comments LP
11:30	Fun Time LS	Strike It Rich (Colgate) CC	Strike It Rich (Colgate) CC	Strike It Rich (Colgate) CC	Strike It Rich (Colgate) CC	Strike It Rich (Colgate) CC
12:00	Fun Time LS	Globe Trotter (Dispatch) LC	Globe Trotter (Dispatch) LC	Globe Trotter (Dispatch) LC	Globe Trotter (Dispatch) LC	Globe Trotter (Dispatch) LC
12:10	Fun Time LS	Farm Time LP	Farm Time LP	Farm Time LP	Farm Time LP	Farm Time LP
12:15	Fun Time LS	Love of Life (Am.Hm.Prod.) CC	Love of Life (Am.Hm.Prod.) CC	Love of Life (Am.Hm.Prod.) CC	Love of Life (Am.Hm.Prod.) CC	Love of Life (Am.Hm.Prod.) CC
12:30	Around the World LS	Srch. for Tomorrow (P & G) CC	Srch. for Tomorrow (P & G) CC	Srch. for Tomorrow (P & G) CC	Srch. for Tomorrow (P & G) CC	Srch. for Tomorrow (P & G) CC
12:45	Around the World LS	Guiding Light (P. & G.) CC	Guiding Light (P. & G.) CC	Guiding Light (P. & G.) CC	Guiding Light (P. & G.) CC	Guiding Light (P. & G.) CC
1:00	Columbus Town Meeting LS	Jean's Kitchen Fair LP	Jean's Kitchen Fair LP	Jean's Kitchen Fair LP	Jean's Kitchen Fair LP	Jean's Kitchen Fair LP
1:30	Columbus Town Meeting LS	Garry Moore (Masland) CC	Garry Moore (Cats Paw) CC	Garry Moore (Purex) CC	Garry Moore (Swift & Co.) CC	Garry Moore (Conv. Rice) CC
1:45	Columbus Town Meeting LS	Garry Moore (Hoover) CC	Garry Moore (Pillsbury) CC	Garry Moore (Best Foods) CC	Garry Moore (Norge) CC	Garry Moore (Kellogg) CC
2:00	Request Theatre LP	Double or Nothing (Campbell Sp.) CC	Homemakers' Hobnob LP	Double or Nothing (Campbell Sp.) CC	Homemakers' Hobnob LP	Double or Nothing (Campbell Sp.) CC
2:30	Request Theatre LP	House Party (Lever Bros.) CC	House Party (Kellogg) CC	House Party (Lever Bros.) CC	House Party (Gr. Giant) CC	House Party (Lever Bros.) CC
2:45	Request Theatre LP	House Party (Pillsbury) CC	House Party (Pillsbury) CC	House Party (Pillsbury) CC	House Party (Pillsbury) CC	House Party (Kellogg) CC
3:00	Columbus Churches LS	The Big Payoff (Colgate) CC	The Big Payoff CS	The Big Payoff (Colgate) CC	The Big Payoff CS	The Big Payoff (Colgate) CC
3:15	Columbus Churches LS	The Big Payoff (Colgate) CC	The Big Payoff CS	The Big Payoff (Colgate) CC	The Big Payoff CS	The Big Payoff (Colgate) CC
3:30	Adventure Stg. 10-11 CS	Bride and Groom (Gen. Mills) CC	Bride and Groom (Toni) CC	Bride and Groom (Gen. Mills) CC	Bride and Groom (Toni) CC	Bride and Groom (Gen. Mills) CC
3:45	Adventure Stg. 10-11 CS	Second Chance LP	Second Chance LS	Second Chance LP	Second Chance LS	Second Chance LP
4:00	*You are There (Prudential) CC	Aunt Fran LP	Aunt Fran LP	Aunt Fran LP	Aunt Fran LP	Aunt Fran LP
4:30	Liberace (O. Natl. Bk.) LC	Aunt Fran LP	Aunt Fran LP	Aunt Fran LP	Aunt Fran LP	Aunt Fran LP
	*Alternates with Eng. Your Life LS					

NS-National Spot LC-Local Commercial LS-Local Sustaining

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Liberace (O. Natl. Bk.) LC	Western Roundup LP	Western Roundup LP	Western Roundup LP	Western Roundup LP	Western Roundup LP	Two For The Show LP
5:00	Omnibus (Greyhound) CC	Western Roundup LP	Western Roundup LP	Western Roundup LP	Western Roundup LP	Western Roundup LP	Two For The Show LP
5:15	Omnibus (Scott Paper) CC	Western Roundup LP	Western Roundup LP	Western Roundup LP	Western Roundup LP	Western Roundup LP	Laurel and Hardy LS
5:30	Omnibus (Am Mch&Fdy) CC	Western Roundup LP	Western Roundup LP	Western Roundup LP	Western Roundup LP	Western Roundup LP	Laurel and Hardy LS
5:45	Omnibus (Greyhound) CC	Western Roundup LP	Western Roundup LP	Pet Parade (Midwest) LC	Western Roundup LP	Western Roundup LP	High School Huddle (Diamond) LC
6:00	Omnibus (Scott Paper) CC	Sky King (Derby Foods) LS	Rocky Jones stg. 10-27 (Donaldson) LC	Superman (Kellogg) NS	Kit Carson (Coca-Cola) NS	Johnny Mack Brown LS	Wild Bill Hickok (Kellogg) NS
6:30	Ohio Story (Ohio Bell) LC	Chet Long, News (Gas Co.) LC	Chet Long, News (Gas Co.) LC	Chet Long, News (Gas Co.) LC	Chet Long, News (Gas Co.) LC	Chet Long, News (Gas Co.) LC	Cowboy G-Men NS
6:40	News (Med'k.) LC	Chet Long, News (Gas Co.) LC	Chet Long, News (Gas Co.) LC	Chet Long, News (Gas Co.) LC	Chet Long, News (Gas Co.) LC	Chet Long, News (Gas Co.) LC	Cowboy G-Men NS
6:45	TV Weatherman (Omar) LS	TV Weatherman (Omar) LC	TV Weatherman (Omar) LC	TV Weatherman (Omar) LC	TV Weatherman (Omar) LC	TV Weatherman (Omar) LC	Cowboy G-Men NS
6:55	Sports Page (Luethi&Welch) LC	Flora, Sports (Gam Beer) LC	Flora, Sports (Gam Beer) LC	Flora, Sports (Gam Beer) LC	Flora, Sports (Gam Beer) LC	Flora, Sports (Gam Beer) LC	Cowboy G-Men NS
7:00	Red Skelton (Geritol) CC	Old Dutch Polka (O. Dutch Beer) NS	Outdoors-O. Fed. (Ohio Federal) LC	WBNS-TV Presents LS	Woody Hayes Show (Chev. Dealers) LC	Cisco Kid (Ward Bak.) NS	*Stork Club CS
7:30	*Jack Benny 10-4 (Lucky Strike) CC	D. Edwards News (Oldsmobile) CC	D. Edwards News (Amer. Cigar) CC	D. Edwards News (Oldsmobile) CC	D. Edwards News (Amer. Cigar) CC	D. Edwards News (Oldsmobile) CC	Beat the Clock (Sylvania) CC
7:45	*Jack Benny 10-4 (Lucky Strike) CC	Perry Como (Chesterfield) CC	Linkletter & Kids (Kasco) NS	Perry Como (Chesterfield) CC	Jane Froman (G. E.) CC	Perry Como (Chesterfield) CC	Beat the Clock (Sylvania) CC
8:00	Toast of the Town (Lincoln-Merc.) CC	Burns & Allen *(Carnation) CC	Gene Autry (Wrigleys) CS	Arthur Godfrey *(Pillsbury) CC	Meet Mr. McNutley (G. E.) CC	Mama (Gen. Foods) CC	Jackie Gleason Nesc'fe-Schaf'r) CC
8:30	Toast of the Town (Lincoln-Merc.) CC	Talent Scouts (Lipton) CC	Final Decision (Main Fd. Sv.) LC	Arthur Godfrey (Chesterfield) CC	4-Star Playhouse (Singers) CC	Topper (Camel Cig.) CC	Jackie Gleason (Schick) CC
9:00	Fred Waring (G. E.) CC	I Love Lucy (P. Morris) CC	Show Business *(Carter) CC	Strike It Rich (Colgate) CC	Video Theatre (Lux) CC	Playhouse of Stars (Schlitz) CC	Two for the Money (P. Lorillard) CC
9:30	**Death Valley Days (Borax) NS	Red Buttons (Gen. Foods) CC	I Led Three Lives (Wiedemann) NS	I've Got a Secret (Cavaliers) CC	Big Town (Lever Bros.) CC	Hollywood Theater (Ohio Oil Co.) NS	Favorite Husband (Sim'ns Intl Sil) CC
10:00	***Schiff Playhouse (Schiff) LC	Studio One (Westinghouse) CC	Danger (Anmident) CC	Boxing (Pabst) CC	Philip Morris Show (Phil Morris) CC	*Favorite Story (Wiedemann) CC	Medallion Theatre (Chrysler) CC
10:30	What's My Line? (Stopette) CC	Studio One (Westinghouse) CC	See It Now (Alcoa) CC	Boxing (Pabst) CC	Place the Face *(Carter) CC	Our Miss Brooks (Gen. Foods) CC	Arthur Murray (Bristol-Myers) CC
10:45	What's My Line? (Stopette) CC	Studio One (Westinghouse) CC	See It Now (Alcoa) CC	Sports Spot (White Owl) CC	Place the Face *(Carter) CC	Our Miss Brooks (Gen. Foods) CC	Arthur Murray (Bristol-Myers) CC
11:00	News Special (Norwich Ph.) CC	News, Pepper (Geo. Byers) LC	News, Pepper (Geo. Byers) LC	News, Pepper (Geo. Byers) LC	News, Pepper (Geo. Byers) LC	News, Pepper (Geo. Byers) LC	The Web (Kent Cig.) CC
11:10	News Special (Norwich Ph.) CC	Rain or Shine? (Cols. Transit) LC	Rain or Shine? (Cols. Transit) LC	Rain or Shine? (Cols. Transit) LC	Rain or Shine? (Cols. Transit) LC	Rain or Shine? (Cols. Transit) LC	The Web (Kent Cig.) CC
11:15	Hobby Time (Lazarus) LC	Armchair Theater LP	Armchair Theater LP	Armchair Theater LP	Armchair Theater LP	Armchair Theater LP	The Web (Kent Cig.) CC
11:30	Armchair Theatre LP	Armchair Theater LP	Armchair Theater LP	Armchair Theater LP	Armchair Theater LP	Armchair Theater LP	Mystery Theatre LS
12:15	Armchair Theatre LP	Armchair Theatre LP	Armchair Theatre LP	Armchair Theatre LP	Armchair Theatre LP	Armchair Theater LP	Mystery Theatre LS
	*Private Secretary Oct. 11 & 18	*Alternates with Goodrich	**Alternates with Schick	*Alternates with Toni	*Alternates with Toni	*Alternates with Jeweler's Showcase (Hamilton Watch)	*My Friend Irma (Kool) Stg. Oct. 17 CC
	**Alternates with Hollywood Offbeat (Pickerington) LS						
	***Alternates with Captured (Gambrinus) LC						

CODE

CC-Columbia Commercial | CS-Columbia Sustaining | LP-Local Participating

points of VIEW

BEST SELLERS LEND THEMSELVES TO TV

For your pleasure . . . WBNS-TV presents scintillating comedy and spine-tingling adventure as a part of its gigantic line-up of new fall shows . . . "Topper", a weekly comedy series adapted from the famed Thorne Smith novels, co-starring Anne Jeffreys, Robert Sterling and Leo G. Carroll, is the new CBS-TV comedy show which occupies the Friday, 8:30 p.m. spot on channel 10.

Miss Jeffreys and Sterling play two charming ghosts who inhabit a newly-acquired home of a whimsical gentleman named Cosmos Topper. The urbane but laughable specters, known as George and Marion Kerby, are accompanied by a canine ghost called Neil, a St. Bernard portrayed by the professional dog actor, Buck. Carroll plays the role of Topper and Lee Patrick is Topper's wife.

The rib-tickling Topper fantasy stemmed from a first novel, "An Improbable Adventure", which appeared in 1926. It was an instant success, and the late Thorne Smith, its author, wrote a sequel titled "Topper Takes A Trip", in 1932. The two books have had a combined sale of 4,000,000 copies in the United States and Canada. In the 1930s the stories were made into highly successful motion pictures starring Roland Young.

Anne Jeffreys and Robert Sterling, husband and wife in real life as well as in the "Topper" series, are both making their debuts in a regular television series. A seasoned stage and screen player, Miss Jeffreys is best known for her starring role in the Broadway production, "Kiss Me Kate". Sterling had the leads in "Johnny Eager", "Two-Faced Woman", and other films. Leo G. Carroll, a veteran of the stage, starred in Broadway's "Angel Street", "The Late George Apley" and "The Druid Circle". His Hollywood credits include a long list of top films. Lee Patrick has played in 25 Broadway shows and 50 motion pictures. The dog, Buck, is a grandson of the great St. Bernard that played in "The Call of the Wild", starring Clark Gable.

"Topper", which is co-produced by John Loveton and Bernard L. Schubert, is presented by Camel Cigarettes.

TRUTH STRANGER THAN FICTION

"I Led 3 Lives", a weekly series of half-hour TV shows which dramatizes the experiences of Herbert A. Philbrick, is currently being seen under sponsorship of the Weidemann Brewing Co., on WBNS-TV, Tuesdays, 9:30 p.m.

In 1950, Philbrick, young Boston suburbanite and business man, wrote a book, "I Led 3 Lives", in which he detailed his 9 years of undercover work for the Federal Bureau of Investigation . . . work accomplished inside the Communist Party of America.

Now the book has been adapted for television, with Hollywood actor Richard Carlson playing the role of Philbrick. Carlson, star and director of over 40 motion pictures, was chosen because, after a long search for just the right actor, he was found to be perfect for the part . . . clean-cut, intelligent, serious and youthful. Carlson — a Phi Beta Kappa with a Masters degree from the University of Minnesota — played opposite Ethel Barrymore in two stage successes and won rave notices for his work in the title role of "Mr. Roberts". His most recent achievements "It Came From Outer Space", "All I Desire", and "Magnetic Monster", all box office hits.

Philbrick was 24 years old in 1940 when his adventures began . . . a resident of Melrose, Mass., he was husband and father of a growing family, leader in the affairs of his Baptist church. He was embarked upon a career as advertising man for motion picture houses in the Boston area . . . and, in that year, like so many intelligent, serious-minded and patriotic young Americans, he participated in community activities related to the National Emergency. He helped form "Youth for Victory", a clearinghouse and executive center for youth organizations in the Boston Area. He soon realized that "Youth for Vistory" and some of the affiliated groups were becoming Communist-dominated. He took this grim information to the FBI. The Bureau asked that he remain active in the youth work and "play along".

He was to observe Red tactics and aims and report his findings to the FBI. At the same time, the FBI warned him that, should he be identified among Communists who ran afoul of the Bureau, he could expect no protection. On the other hand, the "comrades" constantly spied on him. He operated entirely alone, his life, family, and career in constant danger.

The films of "I Led 3 Lives" are semi-documentary in technique, with Mr. Philbrick himself serving as technical director throughout production. Actual documents, sketches made by Philbrick on the scene and at the time of his experiences, photos and other sources of factual detail have been carefully reproduced in dramatic form for this TV series. None of "I Led 3 Lives" is fiction . . . it is all true!

WBNS-TV CHANNEL 10

COLUMBUS, OHIO

Sales Offices
33 NORTH HIGH STREET
TELEPHONE FLetcher 3538

Studio and Transmitter
495 OLENTANGY RIVER ROAD
TELEPHONE FLetcher 2611

REPRESENTED BY BLAIR TV

TOP PULSE RATINGS*

13 out of 15
Top once-a-week shows are carried by WBNS-TV

7 out of 10
Top multi-weekly shows are carried by WBNS-TV

*Columbus Tele-Pulse, August, 1953

SSN
Gibbons, John

September 29, 1953

Dear John:

Many thanks for your letter about the Berlin show. It was an interesting and stimulating trip and I felt it was a worthwhile project. A letter like yours makes me feel the time and effort expended on making the program were well spent. I am proud of the good colleagues who contributed so much to the success of the show.

Best regards,

Sincerely,

Mr. John C. Gibbons
The Brunswick-Balke-Collender
Company
623-633 South Wabash Avenue
Chicago 5, Illinois

ERM:ml

THE BRUNSWICK-BALKE-COLLENDER COMPANY
623-633 SO. WABASH AVENUE
CHICAGO
5

EXECUTIVE
OFFICES

September 25, 1953

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Ed,

Your Berlin show was a very fine, sensitive piece of work. . . a major contribution to the world of communications. It was a compelling documentation that never before has been translated in such forceful fashion. It deserves repetition.

Congratulations to you and your staff who took part. The Berlin Story was another milestone and one of your finest achievements.

Sincerely,

John C. Gibbons
ran

S 3-N
Halle, Kay

September 29, 1953

Dear Kay:

Many thanks for your letter about the Berlin show. It was an interesting and stimulating trip and I felt it was a worthwhile project. A letter like yours makes me feel the time and effort expended on making the program were well spent. I am proud of the good colleagues who contributed so much to the success of the show.

Best regards.

Sincerely yours,

Miss Kay Halle
2163 Harcourt Drive
Cleveland, Ohio

KRM:ml

Kay Halle 2163 Harcourt Drive Cleveland, Ohio

Sept 24-53

Dear Ed-

I had a dinner party of 12 last night & we all watched your Berlin show. I know I have never seen it equal in T.V. You have done a memorable job in

every way. The simplicity,
naturalness & the sheer
dramatic beauty & unvarnished truth
the most poetic, moving
single production I've
ever seen on television.
You seemed to be moving
about in the Roman
Forum at times!

Ed, you are a genius:
Bless you —
Kay

SAN
McDermott, John

September 25, 1953

Dear John:

Many thanks for your letter about the Berlin show. It was an interesting and stimulating trip and I felt it was a worthwhile project. A letter like yours makes me feel the time and effort expended on making the program were well spent. I am proud of the good colleagues who contributed so much to the success of the show.

Best regards.

Sincerely,

Mr. John B. McDermott
Political Editor
The Miami Herald
200 South Miami Avenue
Miami 30, Florida

ERM:ml

File SDN
McLeod, Janet

September 29, 1953

Dear Miss McLeod:

Very many thanks for your kind comments on the Berlin story. The response in general has been most gratifying and makes us feel that the time and effort expended on making the program were well spent. I am proud of the good colleagues who contributed so much to the success of this show.

Sincerely yours,

Miss Janet McLeod
The News
220 East 42nd Street
New York, N. Y.

EEN:ml

Memo from JANET McLEOD
PUBLICITY

Sept. 23, 1953

Dear Mr. Murrow:

No other TV program has ever persuaded my attention for a full hour until the perfectly superb performance of your "See It Now" broadcast of last evening.

You and CBS are indeed, to be congratulated.

Sincerely,

Janet McLeod

THE NEWS
NEW YORK'S PICTURE NEWSPAPER

Panitt, Merrill

October 7, 1953

Dear Mr. Panitt:

Very many thanks for sending me the proof of the editorial on the Berlin show that will appear in TV GUIDE on October 9. As you can imagine, it makes good reading for all who worked so hard on the program. Please convey my thanks and compliments to Mr. Annenberg.

Sincerely yours,

Mr. Merrill Panitt
National Managing Editor
Triangle Publications, Inc.
Television Publications Division
333 South Broad Street
Philadelphia 7, Pennsylvania

ERM:ml

TV GUIDE

NATIONAL EDITORIAL OFFICE
333 S. BROAD STREET • PHILADELPHIA 7, PA. • Kingsley 6-0807

October 1, 1953

Mr. Edward R. Murrow
CBS Television
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

Mr. Walter H. Annenberg has asked me to send you, with his compliments, this proof of an editorial that will appear in the October 9th issue of TV GUIDE.

Cordially,

Merrill Panitt
National Managing Editor

MP/sn

Editorial

Ed Murrow's hour-long *See It Now* documentary on Berlin already has earned every possible word of praise in the critics' vocabulary. It was television at its finest, a journalistic achievement that won the respect of even the most cynical newspapermen. All we can add to what has been said about TV's shining hour is a word of respect and admiration for the sponsor, the Aluminum Company of America, which paid for the intelligent and thorough reportorial job.

The Berlin story, it is to be hoped, was a glimpse of the tremendous information impact that television will have in the future. Mere narrations of today's news events, even on newsreel film, do not by themselves make for an informed citizenry. Only by means of such thoughtfully produced documentaries as *Crusade in Europe*, *Victory At Sea*, and Murrow's programs on Korea and Berlin, can television present today's world to Americans in proper perspective.

This task, in our opinion, is just as important as TV's entertainment job. The networks know how to produce good comedy, entertaining variety and absorbing drama. Murrow and his co-producer, Fred W. Friendly, have come up with a pattern for informing—and doing it in a relatively short space of time. All too little, incidentally, has been said about Mr. Friendly, the invisible half of the team who must share in the Berlin story accolade.

It is unfortunate that many youngsters, whose minds are uncluttered by prejudice and misinformation, were denied seeing the Berlin documentary and will not see future *See It Now* offerings. In the East, at least, the program has been scheduled at 10:30 P.M. on Tuesdays, a school night. One less comedy or crime show at an earlier hour in the CBS weekly schedule would make room for *See It Now*, a program that should be a must for junior high and high school students.

TV GUIDE

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Merrill Panitt, *National Managing Editor*
Harold Clemenko, *Regional Managing Editor*
Roger W. Clipp, *Business Manager*
Michael J. O'Neill, *Advertising Director*

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BERLIN CLOSE

The ststus of Berlin cannot be solved in isolation.../.It will remain the flash point for mutual murder and suicide so long as the nations of the world are poised to use the ultimate weapons.../.There is no value,at this point in time ..in trying to asses the responsibility for this state of aff airs...Berlin remains a hostage to the future of mankind..Few people in the west would willingly die for Berlin..It is reasonable to assume that the Russians feel the same way...They have threatened but they havent acted...fxxxtxxx

Berlin is a crime against economics,map making and military strategy..in fact a crime against evrything except the determination of two and a quarter million germans to remain free...From the Russian point of view the existence of West Berlin is intolerable...For the west to abandon it is unthinkable...Maybe time,the mutual erosion of two competing systems, or a sudden burst of international sanity regarding disarmament may produce a stable solution...But for the present Berlin remains what it has been.. a symbol,a thermometer of the cold war or possibly the destruct button of this planet....

SSN
Tead, Clara

October 7, 1953

Dear Mrs. Tead:

Thank you very much indeed for your letter of October 5 and kind comment concerning the Berlin show. As you can imagine, we all expended a great deal of time and energy on putting the program together and it is therefore most gratifying to receive a letter such as yours. I am interested in your comment that it should be shown in colleges and schools throughout the country and I only wish that this were possible.

Many thanks again for writing.

Cordially,

Mrs. Clara Tead, President
Briarcliff Junior College
Briarcliff Manor, New York

ERM:ml

BRIARCLIFF JUNIOR COLLEGE
BRIARCLIFF MANOR
NEW YORK

OFFICE OF THE PRESIDENT

October 5, 1953

My dear Mr. Murrow:

I cannot resist the impulse to send you a "fan note" regarding your wonderful TV program last week about Berlin, on "See It Now."

I think my husband will tell you that I am not given to over-enthusiasm, especially about matters connected with television but I was truly enthusiastic about that particular program of yours, over a week ago.

In the intervening time I have found myself thinking back to it many many times. In other words, it certainly enriched my "background of thought and experience." It ought to be shown in every college and school in the entire country which owns a television set!

With cordial greetings and many thanks,

Yours sincerely,

Clara Tead
(Mrs. Ordway Tead)

Mr. Edward R. Murrow
c/o CBS Television
485 Madison Avenue
New York, New York

CMT:bwm

She is the President.

Pub 52d
Vanda, Charles

September 29, 1953

Dear Charles:

Many thanks for your letter about the Berlin show. It was an interesting and stimulating trip and I felt it was a worthwhile project. A letter like yours makes me feel the time and effort expended on making the program were well spent. I am proud of the good colleagues who contributed so much to the success of the show.

Best regards.

Sincerely,

Mr. Charles Vanda
Vice President
in Charge of Television
WCAU
Philadelphia, Pennsylvania

EKM:ml

WCAU
PHILADELPHIA

CHARLES VANDA
VICE PRESIDENT
IN CHARGE OF TELEVISION

September 25, 1953

Mr. Edward R. Murrow
CBS Television
485 Madison Avenue
New York 22, N. Y.

Dear Ed:

From Berlin your report was effective enough to be heard around the world.

And, as far as crediting Ammident for cancelling its program: you didn't cancel "Danger" — you merely re-emphasized it!

I only hope that the danger of mere passive interest in German welfare and progress is somewhat obviated by your superb reporting.

My congratulations.

Sincerely,

Charles

Charles Vanda

CV:ah

52N

Williams, Ethel

Dear Mr. Murray:

This is just appreciating the making it possible see present below I. Glad appreciation Walter also a very time here

September 30, 1953

Dear Mrs. Williams:

Many thanks for your letter about the Berlin show. It was an interesting and stimulating trip, and I felt it was a worthwhile project. A letter like yours makes me feel the time and effort expended on making the program were well spent. I am proud of the good colleagues who contributed so much to the success of the show.

Best regards.

Sincerely,

Mrs. Ethel Williams
The Kennedy-Warren
Washington 8, D. C.

EHM:ml

The Kennedy-Warren,
Wash. 8, D.C.
Sept. 28, 1953.

Dear Mr. Murrow:

This is just a note to express my thanks to you for making it possible for us to see present day Berlin on that one hour T.V. show.

It was a wonderful experience, I can assure you. Walter & I flew in on the air lift in November 1948, a very tense time as you know.

Walter was not home that evening so missed seeing the program and hearing what was said.

Liked your closing statement!

Thanks so much for what you do for all of us Americans.

Remember us to Mrs. Murrow — all our best to you.

With warm regards,

Ethel Williams

"SEE IT NOW"

THE RADULOVICH STORY

October 20, 1953

Air Secretary Talbott on
Radulovich

November 24, 1953

(Bound copy of transcript in Murrow Library Annex #10-B)

FOR REFERENCE:

Michael Dennis Murray, SEE IT NOW VS McCARTHYISM: DIMENSIONS OF DOCUMENTARY PERSUASION, Ph.D. Dissertation Presented to the Faculty of the Graduate School, University of Missouri--Columbia, May 1974.

(On Bookshelf)

CRITICAL EXAMINATION OF:

✓ THE CASE OF LIEUTENANT MILO RADULOVICH

ARGUMENT IN INDIANAPOLIS

A REPORT ON SENATOR JOSEPH R. McCARTHY

ANNIE LEE MOSS BEFORE THE McCARTHY COMMITTEE

SENATOR McCARTHY'S REPLY

The case agai

Lt. Milo Radu

The case agai

Lt. Milo Radu

ainst

ulovich

Edward R. Murrow

ainst

ulovich

Edward R. Murrow

The case against Lt. Milo Radulovich A0589839

Tonight on "SEE IT NOW," 10:30 WCBS-TV, channel 2

Ed Murrow, Fred Friendly

THE NEW YORK TIMES
Tuesday, Oct. 20th
1953

SEE IT NOW SHOW # 5 OCTOBER 20, 1953

MILO J. RADULOVICH - DEXTER, MICHIGAN

EDWARD R. MURROW:

Good evening. A few weeks ago there occurred a few obscure notices in the newspaper about a Lieutenant Milo Radulovich, a Lieutenant in the Air Force Reserve and also something about Air Force Regulation 35-62. That is a regulation which states that a man may be regarded as a security risk if he has close and continuing association with communists or people believed to have communist sympathies. Lieutenant Radulovich was asked to resign. He declined. A Board was called and heard his case. At the end, it was recommended that he be severed from the Air Force although it was also stated that there was no question whatsoever as to the Lieutenant's loyalty. We propose to examine, insofaras we can, the case of Lieutenant Radulovich. Our reporter, Joe Wershba:

JOE WERSHBA:

This is the town of Dexter, Michigan ... population 1500.

EDWARD R. MURROW:

This statue is at the head of Ann Arbor Street. "Erected by the citizens of Dexter to the heroes who fought and the martyrs who died that the Republic might live." This is the story of Milo Radulovich .. no special hero, no martyr. He came to Dexter one year ago after ten years in the Air Force..won a general commendation for working on a secret weather station in Greenland. Now he is a Senior at the University of Michigan eight miles away. His wife works nights at the Telephone Company. They live at 7867 Ann Arbor Street. This is Milo Radulovich.

MILO RADULOVICH:

The Force does not question my loyalty in the least. They have reiterated that on several occasions. They have presented me with allegations against my sister and father that they have - to the effect that my sister and dad have taken - have read what are now called subversive newspapers, and that my sister and father's activities are questionable. Thats the specific charge,or allegation I prefer to call it, against them. Against me, the actual charge against me is that I had maintained a close and continuing relationship with my dad and my sister over the years. I had spent the last seven years studying or actually working in meteorology. That is weather forecasting - and now for the past approximately year and a half or two, I have been studying Physics at the University of Michigan. Well, I think I am being a realist about it. Anybody that is labeled with a security risk in these days especially in Physics or Meteorology simply won't be able to find employment in his field of work. In other words, I believe that if I am labeled a security risk - if the Air Force won't have me - I ask the question - who else will?

EDWARD R. MURROW:

This is Selfridge Field, Headquarters of the 10th Air Force, where the Radulovich hearing took place. There was a Board made up of three Colonels whose recommendation was that Radulovich be separated from the service as a bad security risk, quote for having maintained a close, continuing association with your sister and your father unquote. The Board also stated, "No question as to your loyalty is involved." No reporters were permitted at the hearing and the Air Force refused to provide us with a transcript of the hearing. (It was unclassified, however).

EDWARD R. MURROW:

Lieutenant Radulovich was defended by Attorney Charles C. Lockwood, and this is his report on the hearing.

CHARLES C. LOCKWOOD:

When this case started, the President of the Hearing Board placed a sealed envelope in front of him and said: "These are the allegations. Now proceed to exonerate yourself." There were twelve charges made by the Air Force - eight of them against the sister and four of them against the father. We put in several disinterested witnesses who testified definitely and positively upon the allegations made by the Air Force. These witnesses gave unchallenged testimony and they gave it under oath. The Air Force did not produce a single witness. We were not told who the accusers were. We have no right to confront them or cross-examine them. But at the conclusion of the trial, although we had met the allegations, the Air Force made findings at the conclusion of the hearing that every single allegation was true. They disregarded every bit of testimony we introduced and the statements of all our witnesses. As a matter of fact, we have had no hearing at all. We have had no day in court. In all the thirty-two years that I have been a practicing attorney in Detroit, I have never witnessed such a farce and travesty upon justice as this thing has developed. Now this whole theory of guilty by relationship is something that was adopted back in the thirteenth and fourteenth century and then abandoned as being inhuman and cruel. It was later revived in Germany under Hitler and Himmler and it died when they did. Now the Air Force, for

CHARLES C. LOCKWOOD:

some unknown reason, has revived this intolerable guilty by relationship and the whole country is shocked as a reason - by reason thereof.

EDWARD R. MURROW:

Dexter has been a town for over one hundred years ... has had no spectacular news stories, no cause celebres ... But they are vitally concerned with the case of Milo Radulovich ... and they are willing to discuss it. This is John Palmer, Chief Marshall of the town. He has known Radulovich a year.

JOHN PALMER:

I find him to be a good fellow here and the people were quite shocked in Dexter when they found out about it - and as I read about it more in the papers, why its still a mystery to me why they are condemning him for something that his father did. Certainly, he can't condemn his father and cast him aside just because he read a paper that he wasn't supposed to read. I couldn't do that. Neither could any other boy who had a father.

WERSHBA: Is there any talk about his moving out of town?

PALMER: Yes I hear he is moving out of town. You know, I'd stick around and see it through, I wouldn't run and I don't think he should. If he could get employment - why stick around and stay with it - still be a good neighbor to us like he has been in the past. We would like to have him here if he'd stay.

EDWARD R. MURROW:

Next we went down Ann Arbor Street to the dry cleaning store managed by Mrs. Madeleine Lewis.

MRS. LEWIS:

Well, I felt like so many others in Dexter that Milo really was getting a pretty bad deal on this and we had quite a lot of faith in the boy - and so I started a Petition and had - well the biggest share of the business people sign the Petition that his loyalty wasn't questioned and we thought that it would be better if only the people that knew him personally signed, and every signature on the Petition were people that are his friends.

EDWARD R. MURROW:

After Mrs. Lewis we went to see A. G. Wall, the town dentist. For twenty-nine years he was Dexter's Mayor.

DR. A. G. WALL:

The information that I have the only thing they seem to have on this boy is the fact that some of his relatives are communist or communist inclined, and from my viewpoint I can't see how they can hold a man responsible for the views and actions of his relatives because of the fact that you can't control them.

ERNST ALSASSER: (GAS STATION)

I don't see why he should be held responsible for what his father and sister did. I know I wouldn't want to be held responsible for what my father did.

EDWARD R. MURROW:

That was Ernst Alsasser. He runs a gas station. From there we traveled two blocks to talk to Steve Sorter. He is Post Commander of the American Legion and drives a beer truck.

STEVE SORTER:

I wouldn't know him if he came down the middle of the street. And thats beside the point. What I want to say is this - that I do believe that if the Air Corps or United States Army or whoever they are that are purging him gets away with it, they are entitled to do it to anybody. You or me or anybody else. If it comes to the point where you and I are held responsible for the activities of any member of our family, then we all better head for cover - or we better uncover what is already started.

EDWARD R. MURROW:

Detroit is 53 miles from Dexter. Milo and Nancy Radulovich go there every six weeks (according to the testimony) to visit his father, John Radulovich... The older Radulovich has for the past 26 years worked for the Hudson Motor Company. Before that he worked in the coal mines. Reporter Wershba went to see Claude Bland, an officer of Radulovich's Local U.A.W. He was a character witness at the hearing.

WERSHBA: Hello Mr. Bland. I understand you are Recording Secretary for Local 154 of the Auto Workers Union. I was wondering if you would answer a few questions about old John Radulovich. What is your Union's position and your position on Communists in the Union?

BLAND: We don't want any part of them and if we find any we should have the purpose of removing them from our midst.

WERSHBA: Well, Mr. Bland, what about these charges against John Radulovich?

BLAND: I think its preposterous from what I know of the case from its inception.

WERSHBA: What about this paper he was supposed to be reading?

BLAND: I heard reports that he read papers, which to me doesn't mean a thing, because naturally people of foreign extraction will naturally read papers printed in the language with which they were more familiar. Thats ... they said he read Serbian papers.

WERSHBA: Do you think John qualifies as a subversive in the plant?

BLAND: I would never classify John Radulovich as subversive in any way, shape or form.

WERSHBA: Then you have known him quite a while, eh?

BLAND: I have known him since 1937. I worked with the man in the Department for 2 years - in '45 and '46 - ate lunch with him on many occasions. I never heard him say one word regarding the Communist philosophy.

EDWARD R. MURROW:

Milo Radulovich's father lives at 3953 Nottingham Street. He owns his own house. According to Milo, his father denies subscribing to the Daily Worker and said he subscribed to the Serbian newspaper which is pro-Tito because he liked their Christmas calendars. This week John Radulovich and his wife decided to send a letter to the President of the United States.

JOHN RADULOVICH:

Dear Mr. President: I writing to you with heavy heart. I am an American citizen who come here 39 years ago from Serbia. I serve America in the army in the first world war. My boy Milo was in this last war. My whole life, my whole family is American. Mr. President, I writing to you because they are doing a bad thing to Milo. They are wrong. The things they say about him are wrong. He has given all his growing year to his country. Mr. President, I am an old man. I have spend my life in this coal mine and auto furnaces. I ask nothing for myself. I ask is justice for my boy. Mr. President, I ask your help.

EDWARD R. MURROW:

This is the sister, Margaret Radulovich Fishman. She neither defends nor explains her political activities.

MARGARET RADULOVICH FISHMAN:

I do feel very personally. I feel very badly about the thing. I feel that he is being forced to undergo a strain for a very unjust cause. I — I feel that my activities be what they may — my political beliefs are my own private affair and I feel that the charges leveled against me and by reason of which they are trying to purge him from the Army just seem to me to be a fantastic trend in this country. Its ... I mean you know since when can a man be adjudged guilty, which is in effect whats happened to him, because of the alleged political beliefs or activities of a member of his family.

EDWARD R. MURROW:

Back in Dexter, we returned to the wooden frame house on Ann Arbor Street and talked to Milo's wife.

WERSHBA: Nancy, considering you are a mother with two kids, in your heart of hearts, wouldn't you have preferred that Milo would have kept sort of quiet about this and maybe it would have passed over? And nobody would have known about it?

NANCY: Well no. I wouldn't want him to take it lying down. If he did, he would be admitting something that we aren't guilty of, and I don't see how this should have happened to us when we have done nothing to warrant it.

WERSHBA: Do you think you might have avoided all trouble if Milo would have said: "Well, I will resign and quit?"

NANCY: No. No. I wouldn't want him to do that. As far as the publicity is concerned, it makes the rest of the country know whats happening and they all feel for us and want to help us. I don't regret anything at all - him coming forward and fighting it.

WERSHBA: Well Milo, what about this close and continuing relationship that the Air Force talked about in terms of you and your father and sister?

MILO: That charge is defined by the Air Force as visiting frequently, writing frequently, or living at the same address as the accused. In my case - I don't mean to apologize or anything like that for my relationships or my relatives, but I have maintained throughout this entire hearing that what my sister does, what political opinions or activities she engages in, are her own affair because they certainly do not influence me. She is a woman ... married, about to have a child ... 29 years of age .. perfectly capable of making her own decisions .. a mature adult. The close association I have maintained in the hearing and this is what the Air Force hung its removal decision on - I told them in the hearing that I felt that yes I was close to my sister and my father and that I was born into it. I mean she is my sister and he is my father. I am his son and I am her brother and I certainly can't cut the blood tie nor do I wish to cut the blood tie and they quoted me directly those words in their findings. In other words, the implication seemed to me at least to be that

MILO: if I had said "I will cut the blood ties, et cetera" everything would have been beautiful with the Air Force. Well, I simply cannot see that type of reasoning. Furthermore, as far as a physical, close association goes, I didn't have it. It was impossible. I was in the Service since I was 17 years of age and we proved in the hearing that no - that is no physical close continuing association was present between myself and my sister. However, the Board felt that they must have felt that there is still a feeling of goodness toward her or brotherly love you might say rather than an antagonism because I was actually asked why I did not denounce my sister's views. Well, the word "denounce" in the dictionary means not just denouncing views. It means saying something to punish an individual and to actually attack the individual.

WERSHBA: I guess a lot of people must have asked you from time to time -- wouldn't it have been a lot easier for you if you had - well just sort of kept quiet about the whole thing - maybe resigned and nobody would have known anything about it at all. This trouble wouldn't have come to you?

MILO: Yes. Thats right. I could have signed a resignation form which was titled RESIGNATION IN LIEU OF ELIMINATION FROM THE SERVICE and this would have given me an honorable discharge. However, the honorable discharge would have stipulated that I have been discharged because the Air Force could not trust me. In other words, because I had been discharged as a security risk.

MILO: And I certainly didn't believe in my own heart that I was a security risk. I didn't believe in view of my past record with the Air Force that I was ... that I should take this lying down.

WERSHBA: What happens to your two children - your 5 year old and 5 month old in terms of you?

MILO: Yes. If I am being judged on my relatives, are my children going to be asked to denounce me? Are they going to be asked on what their father was labeled? Are they going to have to explain to their friends why their father's a security risk? I see absolutely that this is a chain reaction if the thing is let stand as first recommendation sent out by the Board. I see a chain reaction that has no end to anybody for anybody.

WERSHBA: Maybe you thought about this too. Just what is your view of democracy?

MILO: Well, I believe that democracy is a state of being where the society is free. Each individual is free to do as he chooses as long as it does not bring physical harm or physical danger or impoverishment or anything like that to other individuals. I think that people in a democracy should be the ultimate authority over everything. That is over the military and over the civilian branches of the government. The people in a true democracy have and always should have the final say. I don't believe that this procedure that I have been subjected to by the Air Force is in that democratic tradition.

EDWARD R. MURROW:

This is the transcript of the hearing. It is not classified. We got it from the Lieutenant's lawyers. I would like to read you just a bit of it. The lawyer says: "This whole proceeding is taken over objection."

The President of the Board says: "That is understood and adequately shown in the record. Will the Recorder introduce the government's evidence.

RECORDER: I would like to introduce into evidence as Exhibit F, the classified investigative file.

PRESIDENT: It will be received and will be considered by the board.

THE LAWYER: Is it being received as a closed envelope?

PRESIDENT: It is a confidential investigative file.

LAWYER: It is a report to the Air Force by someone or some agency, is that right?

PRESIDENT: It is a consolidation of reports by various investigative agencies of the government.

THE LAWYER: Of which the respondent is not informed, does not see and has no way of knowing what it is except as found in the statement of reasons?

PRESIDENT: That is correct.

MURROW: Later the President says: "It is not in a sealed envelope in a strict sense."

MURROW: The lawyer replies: "May the record show it is an envelope approximately 9 x 12 inches with a rubber band placed around same and scotch tape along the edges which have been broken up, that is the scotch tape, which we can fully see from where we are sitting, with no right to examine it."

MURROW: Then the lawyer says to the President of the Board? "Do you think we all have the right to transmit our views and publish them?"

MURROW: And the President of the Board replies: "I might decline to answer that question in that I am not on trial for my views and my personal views might not be the views of the Air Force."

MURROW: Perhaps you will permit me to read a few sentences just at the end because I should like to say rather precisely what I mean. We have told the Air Force that we will provide facilities for any comments, criticism or correction it may wish to make in regard to the case of Milo Radulovich. The case must go through two more Air Force Boards routine and channels before it reaches Secretary Talbott who will make the final decision. We are unable to judge the charges against the father or the Lieutenant's sister because neither we nor you nor the Lieutenant nor the lawyers know precisely what was contained in that manila envelope. Was it hearsay, rumor, gossip or hard, provable fact backed by

EDWARD R. MURROW:

creditable witnesses; we do not know. There is a distinct difference between a loyalty and a security risk. A man may be entirely loyal, but at the same time be subjected to coercion, influence, or pressure, which may cause him to act contrary to the best interests of national security. In the case of Lieutenant Radulovich, the Board found that there was no question of his loyalty, but that he was regarded as a security risk. The Security Officers will tell you that a man who had a sister in Warsaw might be entirely loyal, but would be subjected to pressure as a result of threats that might be made against his sister's security or well being. They contend that a man who has a sister in the Communist Party in this country might be subjected to the same kind of pressure, but here again, no evidence was adduced to prove that Radulovich's sister was a member of the Party, and the case against his father certainly was not made. We believe that "the son shall not bear the iniquity of the father," even though that iniquity be proved beyond all doubt, which in this case, it was not. But we believe, too, that this case illustrates the urgent need for the Armed Forces to communicate more fully than they have so far done, the procedures and regulations to be followed in attempting to protect the national security and the rights of the individual at the same time. Whatever happens in this whole area of the relationship between the individual and the state, we do ourselves - it cannot be blamed upon Malenkov, Mao Tse Tung or even our allies.

EDWARD R. MURROW:

It seems to us that - that is to Fred Friendly and myself that that is a subject that should be argued about endlessly.

You may have noticed we left out the middle commercial and saved it for the end. We hope you might find it interesting now.

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SHOW #10 SEE IT NOW Nocwmvwe 24, 1953

EDWARD R. MURROW:

Good evening. Five weeks ago tonight, this program devoted considerable time to the case of Lt. Milo Radulovich, an Air Force Reserve Officer, whom a Security Review Board felt was a security risk . There were no charges against Radulovich, only against his sister and father. The case had been under the consideration of the Air Force ever since. At the conclusion of our report five weeks ago, we took the opportunity to offer criticism, comment or correction. Today, the decision was reached on Lt. Milo Radulovich, and here is the Secretary of the Air Force, Harold E. Talbott.

SECRETARY OF AIR FORCE, HAROLD E. TALBOTT:

Mr. Murrow, as Secretary of the Air Force, it is my sworn duty to uphold and protect the security of the United States. I am also keenly aware of my responsibility to protect the individual rights and privileges of each man and woman in the United States Air Force. The preservation of our American way of life requires that we must be alert to safeguard our individual liberties. I have given the case of 1st Lieutenant Milo J. Radulovich the most serious consideration. I have decided that it is consistent with the interests of the national security to retain Lieut. Radulovich in the United States Air Force. He is not, in my opinion, a security risk. Routine investigation had produced certain information which raised a real question as to whether Lieut. Radulovich was a security risk as an Air Force officer.

SECRETARY OF AIR FORCE, HAROLD E. TALBOTT:

This information related not to Lieut. Radulovich's own activities and views but to those of other individuals with whom Lieut. Radulovich appeared to be closely associated. It led an Air Force Board to question whether Lieut. Radulovich should be retained in the Air Force Reserve. The policy of the Department of the Air Force is not to discharge any officer or airman as a security risk without giving him notice of the derogatory information in the Air Force's possession, and a full opportunity to present his own case in justification of his retention in the Air Force. In the course of the hearings, Lieut. Radulovich testified at length concerning his relationship with his sister. He did not attempt to explain or justify her reported activities, but he maintained that he would not be influenced by them. Lieut. Radulovich is a mature officer with a family of his own. He served honorably and well for 14 months as an Airman, and 6 years as an officer on active duty with the Air Force. After reviewing the entire record in this case, I am convinced, that under all the circumstances, the nature of Lieut. Radulovich's association with his sister is not such as to make her activities and beliefs the determining factor in this case. I am also convinced that the record does not support the conclusion that Lieut. Radulovich's father has engaged in activities of such a type as to bear upon the decision in this case. The question raised as to security has thus been resolved in Lieut. Radulovich's favor, and I have, therefore, directed that Radulovich be retained in his

SECRETARY OF AIR FORCE, HAROLD E. TALBOTT:

present status in the United States Air Force.

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EDWARD R. MURROW:

That was Secretary of the Air Force, Harold E. Talbott, announcing his decision in the case of Milo J. Radulovich. Time now for ALCOA.

COMMERCIAL

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This next report we call "The Argument in Indianapolis." There was considerable argument there last week between the American Legion and a group of people who wanted to start a local Chapter of the American Civil Liberties Union. This report was all filmed in a period of five days, and all the arguments will be presented by the people who actually participated. Our reporters: Joe Wershba and Ed Scott; our cameramen: Charlie Mack and Marty Barnett.

That shaft is an Indiana landmark - a Memorial to those who died in the war between the States. Located at almost the exact center of the State of Indiana - 3 blocks North of here is a Memorial to the dead of World War I. This is the Indiana World War Memorial. In the last part of October, a group of Indiana citizens booked the auditorium for the night of November 20th, for a meeting to form

EDWARD R. MURROW:

an Indianapolis Chapter of the American Civil Liberties Union. On November 16th, four days before the meeting, the reservation was cancelled by the auditorium management. W. Roland Allen, a department store executive, begins the story for us.

W. ROLAND ALLEN:

On the 16th of October, a group of 60 or 70 fine men and women -- professors from Indiana University and Perdue University, physicians, lawyers, housewives, and other good folk got together in a local hotel here to decide whether or not it would be wise to form an American Civil Liberties unit here in Indiana. Some very simple committees were set up, one of which was to find a place to speak in. A few weeks later, we all got a notice that a room had been secured at the Indiana War Memorial, a vast and huge building, erected in memory of the men who died in World War I - incidentally, fighting we think, for civil liberties. We had the East Room of that building and felt secure in immediately sending out notices to several hundred people of the time and place of the meeting. A few days before that meeting was scheduled, we heard to our surprise, that the Hall had been disallowed our group as a result of a protest from the American Legion and the Minute Women, a group by the way, that I personally had never heard of before.

And so, the old problem of controversy came up, and many people mistook controversy for conspiracy.

EDWARD R. MURROW:

Next, Wershba went to F.J. "Star" Brown, manager of the War Memorial, and asked why permission to use the auditorium had been withdrawn.

F.J. "STAR" BROWN:

When the American Civil Liberties Union applied to me to have a meeting, their local representatives in Indianapolis, as far as I knew, were very reputable people, representing business and learning in Indiana. So I granted them the privilege of setting the date for this meeting. After two weeks had gone, I began to get letters from various groups, including the American Legion, the Minute Women of Indiana, and others ... realizing that this meeting must be of a controversial nature, and not agreeable to the rules and regulations that govern the use of this Indiana World War Memorial, I thereupon cancelled the meeting of the American Civil Liberties Union.

WERSHBA: Tell me, did you ever find out who these Minute Women of Indiana are?

A. I do not know anything about the Minute Women of Indiana. There is an organization of Minute Women but I don't know anything about them.

EDWARD R. MURROW:

This is 3650 Washington Boulevard, the home of one of Indianapolis' Minute Women. This is Miss Marguerite Dice, a past officer of the organization who stated that she does not speak officially for the Minute Women but does not feel her statement contravenes their policy.

MISS MARGUERITE DICE:

It has been said in the course of this dispute that the War Memorial Building was erected for the men who died in the last World War. That is not the whole truth. It was erected in memory of those men who gave their lives for the protection and preservation of the principles on which this country was founded. The inscriptions, in and outside of it, bear witness to this. What a travesty it would be to open its doors for a meeting to which Communists are welcome when we know the open and avowed purpose of such is to overthrow our government by force and violence as well as by infiltration.

EDWARD R. MURROW:

The heaviest objections came from the American Legion. This is Indiana State Commander, Roy M. Amos.

AMERICAN LEGION COMMANDER ROY M. AMOS:

The American Legion can never agree that the Indiana War Memorial is a fitting place for a meeting of the American Civil Liberties Union. The Memorial is hallowed ground. It is a shrine sacred to the memory of thousands of Hoosier patriots, many of whom died in Korea fighting Communism. As such, it must never be used as a sounding board for the advocacy of any policy of pampering Communists to the virtual exclusion of all others.

EDWARD R. MURROW:

The decision that the War Memorial could not be used was announed on Monday. On Tuesday, the Civil Liberties people called the Claypool Hotel. A clerk told them the Chateau Room was available. Shortly after that, it was discovered that it had been previously booked. Then, the American Civil Liberties Union called the Continental Hotel on North Meridian Street. After that, the Riddick Piano Company which has a large studio that is generally for rent. Next, the Civil Liberties Union went to the Public Library and asked for their auditorium. After that, the Indianapolis YMCA. All of these places reported that they were either previously booked or for other various reasons unavailable for the Friday night meeting.

EDWARD R. MURROW:

Wednesday, the American Civil Liberties Union, went to the Knights of Columbus on North Delaware Street and were offered their large Hall. A price of $50 was agreed upon - but that night, the Knights of Columbus auditorium was withdrawn. We asked Grand Knight Donald Latendresse why.

GRAND KNIGHT DONALD LATENDRESSE:

We seem to have gotten involved in the midst of a situation we had no desire to become involved in. We had been approached as to renting our Hall to the American Civil Liberties Union, and at first thought, could see no reason why it wouldn't be all right. However, upon further investigation, we find that it was a controversial issue, and since our membership is comprised of some 15-hundred who have various views on different things, we felt that we didn't want to become involved in a controversial affair which might lead to internal strife in our organization. We felt that since the issue was controversial that we should remain in the middle. However, it seems that you can't remain in the middle in a situation such as this. The very fact that we were approached by the organization to rent the Hall put us in the middle, because if we refused we were taking sides, and if we accepted, we were taking sides.

EDWARD R. MURROW:

Of the 33 newspapers, 2 ran editorials. The Indianapolis Times, a Scripps-Howard publication, opposed the Legion's ban and stated that liberty belongs to everyone or to no one. The Indianapolis Star, also Republican, said the Legion had a right to oppose the views of the American Civil Liberties Union, but had no right to prevent their meeting.

Four churches were approached. None were available for the Friday night meeting. Then, less than two days before the meeting, an auditorium was finally offered. This is the corner of Vermont and New Jersey Streets, just a few blocks east of the War Memorial Building. Victor L. Goosens, Pastor of St. Mary's Roman Catholic Church offered them his church's Social Center. It was accepted. We asked Father Goosens why he had interested himself in this controversy.

FATHER VICTOR L. GOOSENS:

Well, I suppose you could say that it was in rather a casual way that I became involved. The request was simply brought to my attention that the American Civil Liberties Union was rather anxious to find a place to meet, and the idea was put forward that perhaps they might be interested in using our auditorium, and of course, I was perfectly willing to let them have it, even though they had been denied the use of several other auditorium, for the simple reason

FATHER VICTOR L. GOOSENS:

that I had no reason to believe them unfit or unworthy for the use of our premises. And so, as the controversy developed, I found that it was not only a situation in which we ought to actually let them use it, but that we really should insist that they be given a place to meet for the simple reason that it seems to me that there is something much more basic involved here than merely the idea of a meeting place. We have to be very careful, of course, to recognize the rights of minorities. You know, we all of us at some time or other are going to find ourselves in a minority group. Perhaps it might be politically or it might be religiously or it might just be a minority group on some other question, but we are going to find that we are at some time or other in a minority, and it is possible for any group outside of the legally constituted branches of government to restrain another from peaceful assembly and from the right to express themselves freely --- then all our liberties are in danger, and I feel that way about it, that if an organization no matter how well intentioned it might be in its purposes -- if one organization can prevent another group of people who are not traitors, who are not subversive, from gathering together in peaceful assembly to discuss and to speak freely, then what guarantee would there be that later on another group might not decide that when I or my people might gather together for purposes of worship or the exercise of freedom of religion, that we should be stopped?

EDWARD R. MURROW:

The meeting was held on Friday night, but that same night the Indiana Department of the American Legion held an executive session. Part of their business was to protest the Civil Liberties Union meeting. Commander Amos presided.

At virtually the same moment in the meeting hall of St. Mary's (3 blocks from the church), Professor Ralph F. Fuchs, of the Indiana University Law School was calling to order the first meeting of the Indianapolis Chapter of the American Civil Liberties Union. Because these two meetings, running simultaneously, so paralleled each other in subject and debate, we have chosen to present them as we have political debates, with each side answering the other. The Legion spokesmen can be distinguished by the traditional Legion overseas caps.

LEGIONNAIRE:

You are assembled here tonight to receive information on a new development on the "red firing line" in Indiana.

PAUL CLAY (ACLU):

I don't like to be told that anybody can't have a meeting. It gets my Irish up.

LEGIONNAIRE:

Mr. Commander, members of the Executive Committee, the fact that the meeting of the American Civil Liberties Union is being held in the Social Center of a Catholic Church does not constitute an endorsement of the American Civil Liberties Union by the Catholic Church. The use of the Hall for the meeting was granted on the grounds that the organization had not yet been declared subversive by the Attorney General, and I hold with the American Legion that every effort should be made to expose any and all who are attempting to spread subversive propaganda.

W. ROLAND ALLEN:

This week's adventures in our community remind me of the old American habit of answering a man who says he wants to talk ... we say: "Well, why don't you go hire a hall?" This week we found ourselves having great difficulty in carrying out that old American habit. But those who understand the spiritual purpose and the constitutional purpose of the American Civil Liberties Union are not going to be afraid. This is no time to be afraid,

LEGIONNAIRE

The issue is the alerting of the people of Indiana to the fact that there is being established in Indiana a Chapter of the American Civil Liberties Union. This is an organization that is parading its

LEGIONNAIRE:

avowed purposes of protecting the Civil Rights of individuals. With such a purpose the American Legion can never quarrel. The American Legion itself is a Civil Liberties organization because it has repeatedly gone to the defense whenever veterans' constitutional rights were threatened or invaded.

MERLE MILLER (ATTORNEY): (ACLU):

I first heard of the American Civil Liberties Union about 20 years ago, but I heard of it from a Supreme Court Judge of this State -- a conservative old Republican, and I have come to realize that a true Conservative and a true Liberal will find themselves side by side protecting the civil rights of their fellowmen. For the true meaning of the word "conservative" means that you wish to conserve the best of the past and pass it on the way you got it. A true Liberal means a tolerance for the convictions of others and a willingness to hear them out. And so, in Civil Liberties, we find strange folks side by side who disagree on anything with everybody else excepting on the right of those who disagree with them to be heard.

LEGIONNAIRE:

The Indiana Department of the American Legion, with documentary evidence at hand of the facts that the speaker for the meeting of the American Civil Liberties Union has subscribed to and been a

LEGIONNAIRE:

member of an organization listed as subversive, took the stand that the Indiana War Memorial dedicated to the memory of our war dead should not be used as a sounding board for his philosophy or policy.

PROFESSOR RALPH FUCHS (ACLU):

I take great pleasure in presenting Mr. Arthur Garfield Hays of New York, General Counsel for the American Civil Liberties Union.

ARTHUR GARFIELD HAYS:

There is only one thing that I know of on which President Eisenhower and ex-President Truman seem to agree. And that is on the good work done by the American Civil Liberties Union. President Eisenhower made the following statement in connection with a dinner honoring 10 Civil Liberties organizations:"I am sure the people of the United States join in honoring the work of the distinguished, private agencies which are doing so much to guard civil rights and to advance human rights in our nation." Since I understand the American Legion doesn't fully agree, I want to quote on what Douglas MacArthur said on December 30, 1949. Roger Baldwin is the man attacked today by the head of the Legion here. MacArthur said: "Roger Baldwin's crusade for Civil Liberties has had a profound and beneficial influence upon the course of American progress with countless individuals finding protection in the nobility of the

ARTHUR GARFIELD HAYS:

cause he has long espoused. He stands out as one of the architects of our cherished American way of life.

LEGIONNAIRE:

Mr. Commander, in my hand I have a clipping taken from the Nation magazine of June 28, 1932. This clipping is an advertisement of the American Civil Liberties Union which asks the reader to join with them in fighting the Smith and MacCarran Act. I believe that any organization that would advertise such a fact cannot have the interest of the United States at heart. And I think Commander Amos is right in exposing them in Indiana.

ARTHUR GARFIELD HAYS:

Ten percent of our time has had to do with communists. As I said during my talk, what worries us chiefly is that the non-communists are the people who suffer. And what is the matter with a controversial subject? Controversy is as American as the Rocky Mountains or the Fourth of July.

LEGIONNAIRE:

I understand that the American Civil Liberties Union has gone to the defense of Harry Bridges - according to all the information I have had on the matter Harry Bridges is the head of the International Longshoremen's and Warehousemen's Union, which was

LEGIONNAIRE:

expelled from the National C.I.O. in 1949 for following the Communist party line. The United States Government has sought the deportation of Bridges on the ground that he is a subversive alien and obtained his citizenship under fraudulent conditions. An organization which gives aid and comfort to anyone such as Bridges does not belong in Indiana.

LEWIS GREENBERG (ATTORNEY):

I think that they are pretty sacred to our concept of civilization -- is that we say to one another "Let us agree to disagree agreeably." So far as I am concerned, the views of the extremists, whether from the right or the left, are rather obnoxious, but I feel that when they are met in the court of public opinion, with trial and error, with freedom to express and to nail the lies, that freedom and truth will become victors.

DR. NORMAN BOHER (AMERICAN LEGION):

Mr. Commander, fellow members of this Executive Committee, having full faith in and of the facts we each possess, as working Legionnaires of the Department of Indiana, I move that this Executive Committee approve the action taken by our Commander and this Department in this matter involving the American Civil Liberties Union, and I move and propose that we make this action unanimous.

LEGIONNAIRE:

Mr. Commander, I, Orin Nailan, of the 9th District, school supply salesman, take great pleasure in seconding this motion.

ROY M. AMOS:

Gentlemen, you have all heard the motion as it has been made and duly seconded. Is there any question on the motion? Any discussion? All those in favor of the motion as made, vote by the usual sign of AYE.

CHORUS: "AYE"

Those contrary - no. Its been duly carried. Thank you so much.

EDWARD R. MURROW:

The Legion had its say and its Resolution, and the Civil Liberties Union had their meeting. Indianapolis is still there and controversy is everywhere.

FATHER VICTOR L. GOOSENS:

Well, the fact that there was more excitement made me that much more concerned, because it proved to me in a way, that the time had come when we had to take a stand on that -- when the climate is such that so many people are so quick to take the law into their own hands or rather I should say perhaps, to ignore the law and to deny to others the right of peaceful assembly and free speech - - then

FATHER VICTOR L. GOOSENS:

somebody has to take a stand on the subject and prove to them that they are in their activities actually un-American in their way of procedure. And its up to us, I think, to lead the way because we know that the freedoms - the American freedoms are all based upon the rights which God has given us and if the church and religion do not uphold those basic principles which come from God, then who will?

EDWARD R. MURROW:

That was the argument in Indianapolis last week. Good night and good luck.

Edward R. Murrow
Fred Friendly
Staff of "See It Now"
CBS-TV
New York, N. Y.

Thanksgiving Day, 1953

Sirs:

I wish to take this opportunity to express to you and your staff my own and my family's deepest, sincerest expressions of thanks, respect and gratitude.

This world wailfully crys out for men of your strength, caliber, ideals and your ability to place the outspoken word where it can be most effective...with no fear of where the chips may fall.

For my family, here in Michigan, no words exist that can do justice to your fight against injustice and attacks on our way of life. It is even more frightening when these injustices and attacks radiate from cherished institutions and consequently organizations like your own that stand and question an action, are rare indeed. I realize that I was a symbol or a part of a much larger complex texture. Like the chain however, where one link weakens or is cut, the whole must fall.

Your commentary on my case with the USAF had the effect, as if a lens, to focus the real significance and danger of guilt by association and relationship, of state vs individual, onto the screen of the American people. The resulting reaction from the people I will always cherish and will think of it as the real reason for Mr. Talbot's reversal of his own opinion on my case.

There is no greater judge in all the world or in this land of ours, than the people aroused. This has been true time and again. From our early days to the present. Unquestionably this has been one of the great dynamic qualities that have made us and kept us free. "The great normal majority" of America will always stand as the final unbreakable barrier to any trend toward Communism or Fascism.

Again, our deepest gratitude for your interest and fight, both to you, Mr. Friendly and Mr. Wershba and crew who were in Dexter with us. The basic brick and mortar of America has been bolstered upwards by your program on our case and the reaction to it.

Sincerly yours,
Milo J. Radulovich
Milo J. Radulovich and family
Dexter, Michigan

FLORIDIAN COURT
1601 SOUTH TAMIAMI TRAIL
SARASOTA, FLORIDA
PHONE 6-4091

Dec 1, 1953

Dear Mr. Murrow —

Just a note while I am on a short vacation.

As the Attorney for Milo J Radulovich I want to express my deep and sincere appreciation to the Aluminum Company of America, the National Broadcasting Co. and yourself for the magnificent program you presented dealing with the Radulovich family and the Radulovich case.

I regard your program as the turning point in the case. Without this program I seriously doubt if

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•
SARASOTA, FLORIDA
PHONE 6-4091

President Eisenhower would have known of the case and we would have achieved a reversal of the original decision.

My one great regret was that we were unable to view the broadcast in Detroit but we heard from all over the country what a tremendous impression it created.

It took a high degree of leadership and courage, Mr. Murrow to do what you did and it took abiding faith in the principles of the case as we conceived those principles to be.

In the years ahead I feel that the Radulovich case will be looked upon as one of the great land marks in the never ending fight to protect our basic liberties and traditional American way

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of life. All of us who were priviledged to contribute to the favorable decision must feel a deep sense of satisfaction.

Yours very Sincerely

Charles C Lockwood
1709 Ford Bldg.
Detroit 26 Mich.

52N
Bookbinder, Hyman

November 5, 1953

Dear Mr. Bookbinder:

Very many thanks for your nice letter and comments about the Radulovich Story. It was most gratifying to all of us who worked on the program to find public reaction overwhelmingly favorable. We had felt it a worthwhile project and the general response has proved that we were right.

Many thanks again for writing.

Sincerely yours,

Mr. Hyman H. Bookbinder
Chief of Congressional Research
Congress of Industrial Organizations
718 Jackson Place, N.W.
Washington 6, D.C.

rh

Congress of Industrial Organizations

CIO

718 Jackson Place, N. W. Washington 6, D. C.

Cable Address "CIOLABOR"

EXecutive 3-5581

October 27, 1953

Mr. Edward R. Murrow
Columbia Broadcasting Company
New York, New York

Dear Mr. Murrow:

I'm sorry it's taken me this long to do this, but Jack Gould's piece on Sunday made me feel guilty about not having written sooner. I agree with every word of Gould's -- and much more. You've got imagination and guts -- two qualities altogether too rare in television today. The Radulovich case history will certainly make television history.

I've been meaning to write to you for some weeks now about an idea I've got in which you might be interested. But this will have to wait. I want this to be simply a mash note from a devoted fan of yours.

Sincerely yours,

Hyman H. Bookbinder

Hyman H. Bookbinder
Chief of Congressional Research

HHB:pcs
liu 1695 cio

Bratter, Wm J.

October 23, 1953

Dear Bill:

Very many thanks for your nice letter. The reaction in general to the program has been overwhelmingly favorable, and I am delighted to hear not only of your own enthusiasm but also of the unanimity of opinion among your colleagues. Do, please, write me anytime you feel there is something you would like to say about any of these programs.

With best regards.

Sincerely yours,

Mr. William J. Bratter
521 Fifth Avenue
New York 17, New York

WILLIAM J. BRATTER
521 FIFTH AVENUE, NEW YORK 17, N.Y.

October 22, 1953

Dear Ed:

Last evening, Jim Seward telephoned me at home in reference to a mutual problem. After this had been resolved, I enthused over your broadcast of this past Tuesday evening. I mentioned to Jim that it was not my custom to write "fan letters" but I felt that you had been so thorough and justifiably critical in your approach that this particular broadcast could not help but establish the entire series as an outstanding public service. Jim said he thought that you might be pleased to know of my reactions, and, hence, this letter.

While your programs have maintained a very high journalistic standard, I cannot recall any program in recent years which, in my opinion, did so much to expose a situation which should never have existed and which I am confident will be rectified without delay.

I might add, in closing, that several members of our firm, knowing of my interest in CBS, came in to see me yesterday to tell me about the broadcast, and there was complete unanimity in praising your recognition of a very inherently dangerous situation, and in the manner in which you presented the facts made available to you.

With kind personal regards, I remain

Sincerely yours,

Bill

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York, N. Y.

Fletcher, Arthur

SIN

November 24, 1953

Dear Arthur Fletcher:

Many thanks for your nice letter and kind comments on my programs. I am glad that you particularly liked the Radulovich Story.

Good luck with your newsletter, Briefing on UN Affairs.

Thanks again for writing to me.

Sincerely yours,

Mr. Arthur Fletcher
Globe Features
12 Ria Drive
White Plains, New York

rh

Globe Features
Consultant and Editorial Services on United Nations Affairs

Arthur Fletcher - Vivian Fletcher • 12 Ria Drive, White Plains, New York • WH 8-4486

November 11, 1953

Mr. Edward R. Murrow
CBS
485 Madison Ave.
New York City

Dear Ed Murrow:

We have been meaning to thank and congratulate you on the excellent job "See It Now" did on the Radulovitch story. Now we must add our pleasure at your speaking out on the questionable tactics being employed in the Harry Dexter White case. We are also delighted to have heard Raymond Swing on your radio show the other night. We and many others have missed his clear and cogent analyses.

Our own main endeavor these days is the publishing of a newsletter, BRIEFING on UN Affairs. Acopy is enclosed and if you have time - how could you? - we would certainly welcome your reactions to it.

Sincerely,

Arthur

Arthur Fletcher

P.S. We're also enjoying your new PERSON TO PERSON - in spite of the artificiality of that window-screen device.

Globe Features'

Briefing

on United Nations Affairs

A Biweekly Digest and Analysis Vol. I, No. 13 November 9, 1953

Political

Racial-religious anti-Westernism in the General Assembly was extended to political ad absurdum with the decision of many Eastern delegates to abstain on any formal action supporting US exposure of torture-induced germ warfare "confessions" by US flyers. The Arab-Asian bloc does not doubt the validity of the evidence. But it dislikes recent US stands opposing them in UN voting. Result has been to block a collective UN condemnation of palpably false Communist charges.

Action on Communist atrocities to general war prisoners may be easier to get. The US Army's release of the report surprised the US Mission but it promptly moved to get the subject on the Assembly agenda. Some delegates express concern, however, that the timing of the release might jeopardize the already paralytic steps towards a Korean peace conference.

The Arab-Asian drive for political equality touches nearly all General Assembly committees. On Tunisia they scored a 29-22 victory for a paragraph calling for its sovereignty and independence. They rolled up a 38-2 vote labelling South Africa's treatment of her Indians contrary to the Charter. The 19 abstainers included the white members of the Commonwealth, 5 Latin American states and most of Western Europe. The US voted 'yes' but expressed the belief that a new resolution was unnecessary and a bar to negotiations South Africa is willing to try outside the UN.

Michael Scott, Anglican clergyman with "credentials" from native chiefs in the Rhodesias and Nyasaland, instigated debate on the new Central African Federation of these territories which brought the UK to the point of walking out. The UK holds that creation of the Federation is not UN business.

Scott is privately unhappy over opposing his own government and wishes it would accept international accountability for dependent lands.

Watch the forthcoming debate on disarmament for clues on what effect a US decision to build its field forces around atomic weapons would have on the prospect for UN atomic control.

Speculation here includes two opposing views. One is that the US may be preparing to move for prohibition of the strategic atomic weapon, the bomb, now that it has tactical atomic arms for its field forces. Another is that the US may be forced into a position of thwarting UN atomic control if, after it had based its defense on atomic weapons, Russia were to concede to US-UN international inspection terms, demanding in return that all atomic weapons be outlawed. This the US could hardly approve since Russia would have a preponderance of other military forces.

Some observers believe the spread of atomic production may be the real hope for peace since, with production general, the deterrent effect might also be general, as in the case of gas warfare.

Economic

The extended effort to create a Special Fund for Economic Development, against the reluctance of major contributors to activate it, is nearing an end. A US proposal will be adopted, possibly unanimously, despite feelings that its effect is indefinite postponement of UN action. The resolution will call on governments to use for development savings from internationally supervised arms cuts.

Also expected is the creation of a missionary unit (Spaak and Santa-Cruz are mentioned) to visit governments and gather their views on how the Fund would operate. Steps toward drafting the Fund's statutes will probably follow.

Ideas put forward include these:

1) Development capital is needed to forestall acceptance of "extremist theories". 2) Capital presently flows mostly to extractive operations, thus confirming or adding to the imbalance in many economies.

3) Stability in raw material prices, and in balance of payments, is a prime need. 4) The "great democratic powers" must prove that economic prosperity is not based on defense expenditures.

5) Economic problems are now global. 6) Loans to the raw material countries would help Europe to sell more hard goods to them. 7) The $250 million needed to launch the Fund is minute compared to arms outlays.

8) In the words of the Netherlands, "Under the present circumstances the free world must remain disposed to resist aggression but, at the same time, we must recognize that in the long run economic development of under-developed countries is a still more positive contribution to the peace and security of this world."

News stories of increasing food output - such as India's record crop - are misleading. Globally, food production has caught up with population growth, says FAO. BUT food output in the Far East has reached only pre-war levels and the population has grown 20%. In Latin America food yields per head are 5% under pre-war. Europe has touched pre-war par and North America is producing 20% per capita more. Seventy per cent of the world's population eats less than the world's average diet.

Qualitatively, the largest food increases are in wheat and corn. Per capita availabilities of many protein foods have dropped. Wheat and corn are in oversupply in terms of the market in some countries. Cotton too. Watch for production cuts. Core fact: price machinery does not move food in needed quantities to large population segments without purchasing power in under-developed countries.

World trade in food is changing sharply under the initial impact of efforts to develop. Spread of industry, mining and commerce increases consumption of domestic food supplies and cuts food exports. The Far East, once a major food exporter, is now a big importer. Food exports from the Far East have fallen two-thirds. Europe, once biggest food customer of the East, now is increasingly dependent on imports from North America. Pre-war, North America food imports and exports balanced; now North America is largest net exporter of food.

A tariff war has been avoided and time gained for the domestic uncertainty over US and UK trade policies to work themselves out. This was the main achievement of the Contracting Parties to GATT, the General Agreement on Tariffs and Trade, at their Geneva meeting now closed.

Politically, the salient fact was the development of anti-preference strength in the debate on a waiver wanted by the UK in favor of certain imports of food items from Commonwealth countries.

Tariff schedules due to expire this yearend have been opened for extension until July 1955. The whole picture will be restudied at the October 1954 meeting. Japan may be dealt with by GATT signatories on GATT terms, and Japan will join GATT working parties. Canada has so accepted Japan.

UNKRA's office at UN HQ is now a field office. The Agency HQ is in Korea. The US has paid in $15 million of the $50.7 million appropriated by Congress for reconstruction for fiscal 1954. Twenty-eight nations have given $85.7 million for aid to Korea since 1950. The US total is $65.7:

Social

The shape of the long-run program the US hopes to see emerge in the human rights field has been revealed to the Assembly. It is intended as a substitute for earlier US support of a covenant to give legal form to the tenets of the Declaration of Human Rights. The 3-part US proposal is well rooted in UN thinking and practice. It is offered as the basis of an action program when the Covenant has been completed.

Included in the suggestion are: 1) an annual review of the status of a single right, such as freedom of religion, for example; 2) annual reports from governments, prepared with the advice of national human rights commissions, on actions taken in the human rights field; 3) extension of the technical assistance program to facilitate human rights through offering fellowships, regional seminars, and expert services to requesting governments for the development of mass media, administrative procedures, organization of interested non-governmental groups, etc.

The effectiveness of DDT is waning. It still has a punch on initial application but evidence is piling up that insects develop resistance to it after repeated use in an area. It now appears that a constant series of substitutes will be needed and these are being sought. This and other problems are currently under study at a WHO symposium in Rome on control of disease-carrying insects.

BRIEFING's private report on UNICEF in action: It was coins and sweets for Hallowe'en trick-or-treat children, not coins instead of sweets as naively predicted by UNICEF officials. Anyway, it worked.

Four programs designed to reduce relief charges on the UN Relief and Works Agency for Palestine Refugees in the Near East have been activated in the last year. But "it is now clear that the rehabilitation of all the Arab refugees, in existing economic and political circumstances in the Near East, is for all practical purposes impossible".

That's official language for Arab unwillingness to compromise in any way the principle of repatriation of their 875,000 homeless people.

UNWRA's Advisory Commission and directorate recommend to the Assembly extension of the agency through June 1955, additional relief outlays, and an increase to $293 million (from $250 million) for economic rehabilitation.

Documents

Statements of Tortured Flyers, US Mission to UN, 2 Park Avenue, N.Y.
Report of Economic and Social Council, A/2430, DPI/UN, N.Y.
From Columbia University Press, 2960 Broadway, New York, 27: Yearbook of the UN, 1952, $12.50; Report of UNWRAPNE, O.R. Sup 12 (25¢); Information from Non-Self-Governing Territories, O.R. Sup 15 (25¢).

The Assembly Record

Here is the Eighth Assembly's record so far on plenary actions.

It has: 1) Adopted a concerted program of action in the social field for the UN and the agencies. This recognizes the inter-relation of economic and social development and calls for activities yielding early and permanent results for a maximum number of people. These would give priority to bettering food distribution and dietary practices, strengthening health services and fundamental education, increasing employment opportunities and housing. Techniques specified include community development projects, training programs and development of organizations for administering social programs.

2) Put UNICEF, the Children's Fund, on a permanent basis.

3) Requested the Secretary General to invite non-members who are members of specialized agencies or the Court to accede to Convention on Political Rights of Women. 4) Urged members to take educational and legislative steps to develop political rights of women in territories where full rights are not now enjoyed. 5) Authorized the Secretary General to provide technical assistance in promoting rights of women. 6) Also in prevention of discrimination and protection of minorities.

7) Continued for 5 years the Office and the High Commissioner of Refugees, G. J. van Heuven Goedhart. 8) Asked all nations to aid in solving refugee problem through resettlement, integration and repatriation.

9) Transferred the 1926 Slavery Convention from the League to the UN.

10) Recognized the present shape of technical assistance in public administration by approving new terms of reference with emphasis on regional and national programs instead of the originally conceived International Training Center at UN HQ. Also approved direct expert services, inclusion of program in regular budget, and use of contributed technical assistance funds where requested services are related to economic development.

11) Adopted an 8-part resolution on technical assistance which a) urges governments to support 1954 program financially - at least up to the 1953 goal of $25.3 million - over a period longer than one year where legislatively possible, and to publicize program; b) approves Technical Assistance Board controls on agency expenditures and asks for check on TAB expenses.

12) Reconstituted Negotiating Committee on Extra-Budgetary Funds.

13) Elected as non-permanent members of the Security Council - Brazil, New Zealand, Turkey replacing Greece, Chile and Pakistan. 14) Created a Committee of Good Offices to try to untie the Security Council knot on new members.

15) Elected to Trusteeship Council India and Haiti, replacing Dominican Republic and Thailand with one place remaining to be filled.

16) Extended the life of the UN Tribunal in Libya until 1955 Assembly.

17) Elected to Economic and Social Council Ecuador, Czechoslovakia, Norway and Pakistan, replacing Philippines, Poland, Sweden, Uruguay.

18) Elected 15 individuals to International Law Commission.

19) Amended Assembly rules in hope of shortening Assembly.

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offers insight into national and international actions through terse interpretations based on inside knowledge of the UN;

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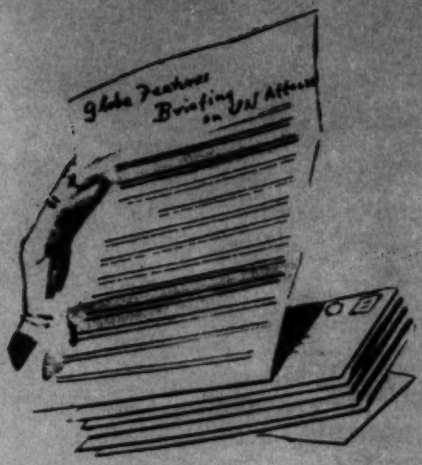

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"BRIEFING has the personal touch that is especially helpful on so vast a subject as the UN. Its informality and 'inside' approach make it a pleasure to read."

"It meets a very widespread need. Most material on the UN carries much too much detail and requires too much reading. I intend to circulate BRIEFING to be sure people here know of its existence."

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"A bang-up job!"

"Your publication is wonderful. I can't remember learning so much from so brief a writing."

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"It is just what I need to keep me informed on UN activities."

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"I found it constructive and helpful in my own work."

"It's tremendously interesting and will certainly fill a great need."

"Your new publication really fills a void... The maze of activities at the UN seems quite complex and difficult to analyze. BRIEFING seems to be a very adequate and interesting solution to this problem."

Flood, Daniel

SIN

November 6, 1953

Dear Mr. Flood:

Many thanks for your letter about the Radulovich Story. Enclosed is a copy of the script as you requested.

It is very good of you to offer to be of assistance to Lt. Radulovich but I do not think there is anything you can do for him at this time. He already has legal representation, and as far as I know the whole matter now rests with the Air Force which will make its final decision in due course.

Thank you again for your interest.

Sincerely yours,

Mr. Daniel J. Flood
Flood and Brown
Suite 1015
Miners National Bank Building
Wilkes-Barre, Pennsylvania

rh

Law Offices
Flood and Brown
Suite Ten Hundred and Fifteen
Miners National Bank Building
Wilkes-Barre, Pennsylvania

Daniel J. Flood
James Lenahan Brown
Joseph V. Kasper

Phone WB. 2-2194

Kay

October 23, 1953.

Mr. Edward R. Morrow,
CBS, Radio - Television,
New York, New York.

Dear Mr. Morrow:

I am not sure that you will recall me, but I have met you upon occasion when I was a member of Congress from the Wilkes-Barre, Pennsylvania, district. When in Congress, I served on the Foreign Affairs Committee and later upon the Appropriations Committee and the Sub-Committee of that Committee for the Departments of State, Justice and Commerce and also on the Sub-Committee for the Armed Services.

My district is in the hard coal fields of Pennsylvania where I was born and raised, and where the vast majority of the people are of the first, second and third generation Slav origin, such as Polish, Ukranian, Czech and Slovak, etc. I mention this merely to indicate to you my lifelong acquaintance with these people and to indicate the basis for my complete shock as to the manner in which the Government is handling the case of the Air Force Officer, Lt. Milo Radulovich.

I address this letter to you, first, to compliment you upon your keen and vigorous analysis of the problem, and to encourage your forthright attack against this unbelievingly supine reaction by the Air Force Board toward this American citizen. I write this, as well, to you so that if, for any reason, you or this young man think I can be of assistance, either legally as his counsel or associate counsel, or if I can serve as a spokesman for him in some way you might think proper, you can consider me at your service. Incidentally, I am not of the Slav origin myself, as my name might indicate, but I'm strictly Irish on both sides all the way back, and I suppose that, among other things, causes me to be incensed when I think the Government is pushing anyone around because of their national origin, or because of the torturing of some theory of security beyond the rule of reason.

To me, it is obvious that the Air Force Board ordered this Lieutenant discharged primarily because of their own feeling that to continue his service in the Army might require them to answer to some Committee or other with respect to their evaluation of the degree that a sister's or a father's political philosophy might conceivably affect a loyal officer in the Air Force, with eight years' service, in the performance of his duty.

Unfortunately, I missed your much talked about broadcast on this matter, and if you would be good enough, I wish you would send me a copy of the

broadcast which I will return to you when I read it unless you wish me to keep it.

I have before me a New York Times Editorial on the matter, which refers to comments by several Detroit papers on the same subject.

I have been around a long time, in and out of the Government, but this is, indeed, a black spot on the escutcheon of our Government, and about as medieval a concept as I have ever encountered in many a day.

Very truly yours,

Daniel J. Flood

DJF/ljp

SDN
Miller, Leo

FB 27

November 5, 1953

Dear Leo Miller:

Many thanks for your note and for sending me the comments on the Radulovich Story. This was the first I had seen of it and I am grateful to you for sending it.

Sincerely yours,

Mr. Leo Miller
Radio-TV Editor
Sunday Herald
299 Lafayette Street
Bridgeport 9, Connecticut

rh

MEMBER ABC

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The People's Paper

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November 1, 1953

Dear Ed Murrow,

Just in case your usually efficient press department doesn't, I am sending along the enclosed.

Good wishes, and thanks for all you are doing for us who look and listen.

Sincerely,

Leo Miller
Radio-TV Editor

Mr Edward R Murrow
CBS, New York

SUNDAY HERALD

TV WEEKLY

And RADIO

COMPLETE TELEVISION PROGRAMS AND NEWS FOR WEEK BEGINNING SUNDAY, NOV. 1

Television Really Grows Up With Help of Ed Murrow

By MARTIN LEE

For this man Edward R. Murrow we become more and more grateful. Good TV and the good way of life have no abler and more effective champion among those who get paid to appear before the camera and microphone.

Murrow's full-program devotion on last week's "See It Now" to the case of Lt. Milo Radulovich, whom the Air Force unjustly purged because he did not renounce his father and sister, was a combination of reportage, public service and citizenship that made all of us the better and more aware of our responsibilities to our democracy. And Murrow and his competent collaborator Fred Friendly have to share the credits with their sponsor, Alco, for paying for a program of such non-commercial content.

Then there was Murrow's spotlighting on his other TV show, "Person to Person," of the man of the hour, Arthur Godfrey, following the hectic headline clambake the big star had gotten himself into. This was excellent box-office showmanship and fine TV journalism.

Ed Murrow is proving that television can be important, interesting, inspiring and yet be easy to take.

* * *

THE JUST-NOTED Arthur Godfrey, by the way, may be seen in his recently-made history of flight documentary, "Flying with Arthur Godfrey," on Channel 2 at 11 this morning.

* * *

THE STORY of Willie Pep, the Hartford champ, is being planned as the content of a new TV series.

* * *

WHATEVER HAPPENS to the WTIC-Hartford Telecasting rivalry for Channel 3, the idea that WTIC first propounded to have WDRC withdraw its application and then join forces with the Travelers worked like a charm in the case of WONS and WHHT, whose fast merger and subsequent withdrawal of the latter's application quickly brought to Hartford its first TV franchise, Channel 18.

The new company which will run the new UHF telecaster, owned 55% by General Teleradio (the General Tire interests that own WOR-TV in New York, the Yankee network and dominate Mutual) and 45% by The Hartford Times, which must sell its interest in WTHT, undoubtedly has one of the best deals in the UHF field. Much of the area, which has long been awaiting its own TV station, has been spaded by WKNB, the New Britain-based station which has done an excellent job in converting viewers to ultra high frequency.

* * *

ABC MAKES some of the best programming news in video. The past week brought the new Gloria De Haven show at 7 Monday-Wednesday-Friday and Lisa Ferraday's celebrity-interview session at the same time Tuesday-Thursday on Channel 7.

Coming up Tuesday night at 9:30 will be the new drama session which will alternate with the "U. S. Steel Hour" in that period. The initial showing in the new series will be a Western, "Outlaw's Reckoning," with Eddie Albert and Wallace Ford.

And Wednesday night at 9 Jean Carroll, a comedienne whose first TV a few years ago gave us good ideas about her, starts a situation comedy series on ABC with Alan Carney and Lynn Loring

* * *

COWBOYS and space rangers

Continued on PAGE 8.

Mrs. & Mr.

These are Joan Banks and Frank Lovejoy, whom fellow Westporters knew as Mr. and Mrs. Lovejoy before they moved to Hollywood. Next Thursday on the "Four Star Playhouse" on CBS (Channels 2 and 30) Frank makes his TV debut on the show.

HERALD CRIME CASES

By NANCY HENDRICK

No Clues in 22 Years, Murderer Mocks Justice

Not all the murder investigations in which the late State Police Commr. Edward J. Hickey participated during his long career in crime-busting resulted in the arrest and conviction of those guilty of the crimes.

A modest man and a realist, Hickey would have been the first to disclaim the description "infallible" that some of his more enthusiastic admirers tried to pin on him.

He well knew that infallibility is not in the province of mankind. Although Hickey did solve an overwhelming majority of the murder mysteries with which he was confronted, there were one or two homicides that baffled even this super-sleuth.

They say that there is no such thing as a perfect crime. Yet there are Connecticut killers whose crimes may have been imperfect, but who got away with them nevertheless.

BATTERED, SHOT

One of these was the baffling murder of Emil Houle, a 24-year-old Bristol automobile salesman who was killed under mysterious circumstances 22 years ago.

Although his slayer may be alive today and although another person may know that slayer's identity, this case bids fair to go down in Connecticut crime history as unsolved.

Houle's lifeless body was found slumped in a car parked on a lonely road, notorious as a lovers' paradise, at the foot of Johnnycake Mountain in the Leesville section of Bristol, on Thursday morning, Sept. 10, 1931.

He had been battered over the head with a heavy instrument and shot through the heart.

His body was discovered by two youngsters who summoned Bristol police. Hickey, then Hartford county detective, and a detail of officers from the Hartford State Police barracks joined the investigation soon after.

FINDS KNIFE

They conducted a thorough examination of the car and the surrounding territory. Some yards distant a constable picked up a putty knife, the blade of which had been broken.

About 100 yards away the searchers found a .32 caliber Army revolver from which one cartridge had been discharged.

While it was possible that the revolver might have been thrown from the car, its tightly closed doors and windows seemed to eliminate the suicide theory.

Moreover, the bullet had penetrated the heart in such a manner as to make it impossible for Houle to have thrown the gun the distance from the car at which it was found and then to have closed the window and doors of the vehicle.

The car in which Houle's body was found belonged to the auto sales company where he was employed.

The slain man, a French-Canadian, had been working for that firm for several months. His employer had the highest praise for him.

Houle was last seen alive when he left the auto firm at 4:20 P.M. two days before his body was found.

There was no coat on his body and no coat was found in the car, although he was reported to have worn one at the time he left the company's office.

A check of persons who had passed by the murder scene revealed that few had noticed the death car.

The road on which Houle's auto was parked was on the property of a large tract surrounding water holdings of the city of New Britain. A watchman there said he had seen the car on Wednesday.

FARMER SPOTTED CAR

A Burlington farmer came forward to say that he had driven by the spot sometime after nine Tuesday evening and had noticed the car although he paid no attention to it.

He said he didn't think it was strange that the car should be parked at that point because he had gotten used to seeing autos in the lonely sector, especially during warm weather.

As for the car itself, the headlights were turned off and the brakes were set. However, the ignition switch had been left on.

Police theorized that either business jealousy or a quarrel over a woman motivated the slaying.

Houle was not known to be much of a lady's man, although he had been attentive to an 18-year-old girl.

Proceeding first on the theory of business jealousy, Det. Hickey took into custody a fellow employe of Houle.

This person, 21-years-old, who shall be nameless, had a job like Houle's at the same Bristol auto sales company.

The murder suspect was reported to have resented Houle's selling ability.

On that ill-fated Tuesday, both young men had asked for the murder car. Each said he wanted to show the auto to a prospect.

Houle won out over his rival and drove off with the car, never to return alive.

Hickey grilled Houle's business rival, but the latter proclaimed his innocence.

KEY SUSPECT

But his nervousness when taken to the murder scene and his jitters when confronted with the death gun convinced police that they were on the right track.

The suspect, it was soon established, had served a year in jail for stealing cattle. More recently he had been arrested in Terryville on a charge of evading payment of a bill.

He had been hired on probation by the auto firm and his employment was to become permanent only if he made good.

He had not been any too successful selling cars and was openly jealous of Houle's sales ability.

The business jealousy angle was not entirely satisfactory, however. While jealousy and resentment might have given rise to quarrels, they are weak motives for murder.

The possibility that Houle, the suspect and Houle's girl friend constituted a love triangle was explored, but it was soon established that the young woman did not even know the other man.

Was there another woman in Houle's life, another woman who was also sought by Houle's business rival?

Police toyed with this theory as the weeks sped by without a break in the investigation.

Lending weight to the theory was the fact that the murder scene was little used except by amorous couples. Had Houle and the suspect both tried to get the same car to take the same woman to the lonely trysting place at Johnnycake Mountain?

But, although scores of persons were questioned, not one could provide any answers to these interesting questions.

Nor could Houle's grief-stricken family in Canada furnish any clues although Harrison Hotchkiss, veteran investigator in the Hartford County state's attorney's office, went to Canada to interview them.

Nor was Hotchkiss any more successful in determining ownership of the death gun North of the border. A similar effort at finding the gun's owner had been unsuccessful in Connecticut.

By this time the suspect who had been so nervous when first arrested, had regained his composure. He insisted that he was innocent and maintained his calm under repeated grilling.

The authorities finally decided they were detaining the wrong man and let the suspect go.

His conduct, after his release, did nothing to rearouse their suspicions.

The 18-year-old beauty whom Houle had been dating was completely cleared, too.

She readily admitted she had been going out frequently with Houle, but maintained that she had not seen him since the day before his death.

As far as she knew, she said, she was the only woman in Hou she was the only woman in Houle's life.

SEEK 'OTHER WOMAN'

But the more the police pondered, the more they were inclined to believe that there had been another woman in whom the 24-year-old salesman had been interested.

This interest, they concluded, was of a far more passionate and clandestine nature than his interest in the 18-year-old lass whom he had planned to marry.

That the "other woman" was married, or else deeply committed elsewhere, also entered into the authorities' speculations. They theorized that the husband or jilted lover had followed Houle and the woman to their rustic trysting place and surprised them there.

But if there was another woman who held the key to the Houle murder mystery, she never came forward to unlock the door to its solution.

RHEUMATISM

Normally, all joints of the body are well lubricated.

In Rheumatism the inflammation in the joints affects the lubricating fluid which in turn causes the patient to suffer pain. The amount of pain depends upon the extent of the inflammation.

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Video Grows Up Thanks to Murrow

Continued from PAGE 1

"Choose Up Sides" in a new 5 P. M. weekday CBSeries.

* * *

IT'S ALL SET for "Life with Father," a comedy series based on the Clarence Day stories which evolved as a long-running Broadway phenomenon, to become a 7 P. M. tonight CBS-TV attraction beginning Nov. 22. The producer will be Fletcher Markle, who did the "Studio One" shows—and not as successfully as expected—last season. Leon Ames, one of the better stage and screen actors, and Lurene Tuttle, best known to radio audiences (and also mother of singer-actress Barbara Ruick), will be Mr. Day and his wife, Vinnie, respectively.

* * *

APPROVAL of new color television standards before Christmas is considered a probability in the wake of the recent demonstration of more than a dozen different makes of sets before the Federal Communications Commission. Sets with a 14-inch picture are expected to go on sale during the Winter at from $750 to $1,000.

The coming of color TV poses new problems for stations which have not even solved the economics of black-and-white—particularly the UHF telecasters.

* * *

ABC, WHICH HAS been making important programming news, has Martin Agronsky, the forthright Washington commentator, and his "At Issue" back at 8 Wednesday nights, followed by "Thru the Curtain," in which George Hamilton Combs and Leo Gruliow, editor of "The Current Digest of the Soviet Press," sift what the Soviet citizen has been reading during the week.

A less weighty new ABC item is "Back That Fact," a comedy quiz starring the knowing Joey Adams, at 9 Thursday nights.

* * *

MOREY AMSTERDAM didn't stay on Channel 4 at 11:15-midnight Saturdays, and Jerry Lester of "Broadway Open House" fame has come into the spot.

* * *

CHANNEL 2 starts its Saturday programs two hours earlier, opening at 7:50, with a new feature at 8:30, "Junior Clubhouse," aimed to teach sports to high and junior high boys and girls, presented as a public service with the Public Schools Athletic League of the Board of Education of New York. In the role of host and chief instructor is the former N. Y. Yankees star, Tommy "Old Reliable" Henrich.

* * *

MME. PANDIT of India, president of the UN General Assembly, make sone of her rare TV appearances on Theodore Granik's "Youth Wants to Know" at 1 this Sunday on NBC-TV.

* * *

THIS WEEK-END'S one-hour production of "Carmen" in compatible color goes into the books as one of the pioneer demonstrations of the techniques of lighting, staging, costuming and makeup developed by NBC's color corps, headed by Barry Wood, the New Havener who won fame first as star of "Your Hit Parade" and now is one of TV's top producers as well as co-ordinator of color for NBC.

* * *

GOOD NEWS to many will be the return of "Bride & Groom," until lately a CBS daytime feature, as a five-a-week NBC attraction starting in December.

* * *

GEORGE JESSEL salutes vaudeville and brings on Pat Rooney and Joe Howard at 6:30 Sunday on ABC, and Ed Sullivan salutes the Metropolitan Opera, with Rise Stevens, Robert Merrill, Richard Tucker and many others, at 8 on CBS.

* * *

NEXT SATURDAY afternoon brings the second of the four-game panoramic presentations on the NBC-TV college schedule. The events will be Florida-Georgia, North vs. South Carolina, Wisconsin-Northwestern and Kansas State-Kansas. The first two games listed, incidentally, will be on the same cable, so it won't be possible to switch from one game to the other, but will have to get over to another game before picking up one of the two Dixie events.

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Fly, J. L.

December 23, 1953

Dear Larry,

This is merely a note to tell you my thanks for your kind words about the Radulovich piece. I'm glad you saw some merit in it, and am grateful to you for taking the time to tell me so.

As ever yours,

Mr. James Lawrence Fly
Fly, Shuebruk, Blume and Gaguine
30 Rockefeller Plaza
New York 20, New York

(Signed in Mr. Murrow's absence)

FLY, SHUEBRUK, BLUME AND GAGUINE
30 ROCKEFELLER PLAZA
NEW YORK 20, NEW YORK
CIRCLE 7-3040

AWRENCE FLY
HUEBRUK
BLUME
GAGUINE
J. DURKA

OOL CONNECTICUT AVENUE, N.W.
WASHINGTON 6, D. C.
METROPOLITAN 8-6190

November 27, 1953

Mac, thanks

Dear Ed

You did a real job on the Radulovich case; and the outcome is very significant. There is always the floating worry about the many, many cases that do not reach the cause celébre level. Perhaps this only underscores the importance of one good decision, one sound precedent.

Hope springs eternal; or we go mad.

Best to you, as ever

Very sincerely

Larry

James Lawrence Fly

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

S2N
Gimbel, Elinor

October 30, 1953

Dear Elinor:

Thank you very much indeed for your charming note about the Radulovich Story. It was something we felt very sincerely should be brought out into the open and we therefore find the overwhelmingly favorable reaction most gratifying.

Many thanks again for writing.

With best regards.

Sincerely yours,

Mrs. Louis Gimbel
163 East 78 Street
New York 21, New York

rh

163 EAST 78 STREET
NEW YORK 21

Oct 23

Dear Ed —

I thank you and congratulate both you and your audience on your clarity of vision and of courage, and perfect sense of timing —

Love,

Mrs. Louis Gimbel

SDN
Halpern, Nathan

October 23, 1953

Dear Nate:

Very many thanks for your nice note about the Radulovich Story. It was something we felt very sincerely should be brought out into the open and we therefore find the overwhelmingly favorable reaction most gratifying.

Many thanks again for writing.

With best regards.

Sincerely yours,

Mr. Nathan L. Halpern
Theatre Network Television, Inc.
515 Madison Avenue
New York 22, New York

rh

THEATRE NETWORK TELEVISION, INC.
515 MADISON AVE., NEW YORK 22, N. Y.
PLAZA 3-3464

October 22, 1953

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York 22, New York

Dear Ed:

Congratulations upon the courage and conviction of your "See It Now" program this past Tuesday night.

Your statement of facts -- which are too often left unsaid these days -- was brilliant.

I think that this past program and the previous one on the cattle farmers situation are among the best things in television today.

With best personal regards,

Sincerely,

Nate

Nathan L. Halpern

NLH:EW

SSN
Hobson, Laura

October 26, 1953

Dear Mrs. Hobson:

Thank you very much indeed for your charming note about the Radulovich Story. As you can imagine, we have had a vast quantity of reaction to this program (most of it overwhelmingly favorable) beginning with a perfect avalanche of telegrams on Wednesday morning, but yours was the very first letter; and I am touched to think that you would sit down and write to me the moment the program was off the air.

With best regards.

Sincerely yours,

Mrs. Laura Z. Hobson
21 East 66 Street
New York 21, New York

rh

Mrs. Laura Z. Hobson 21 East 66th Street New York 21, N. Y.

Oct 20, 1953——11:03 P.M.

Dear Mr. Murrow,

I've just left my TV screen—so moved, so profoundly grateful to you for the Milo Radulovitch program on "See It Now" that I can hardly bear it.

Many times before I've thanked you, to myself and to my friends, for your courage and humanity and belief in that increasingly intricate concept, freedom, but tonight I damn well have to thank you to your face. That's not just a metaphor—during the last minutes when you were speaking from the screen, I actually said out loud, "Bless you, damn it, bless you."

Yours, with admiration,

Laura Z. Hobson

Mr. Edward R. Murrow,
C B S, New York

SDN
Jones, R.L.

October 23, 1953

Dear Mr. Jones:

Many thanks for your letter concerning the Radulovich Story. I agree entirely that the case and its broader implications could be argued for hours. That was one of our purposes in presenting the report. It is not by any means finished with yet. If you care to look in at the program next Tuesday night, October 27th, you will discover that we are considering other aspects of it.

Thank you again for writing.

Sincerely yours,

Mr. R. L. Jones
1800 Watrous
Des Moines, Iowa

rh

Mr. M.

Mr. Murrow, I have some thoughts regarding your telecast of October 20, which I would appreciate your giving some thought to. I would further very much appreciate your thoughts also in answer to my questions.

With the "influx" of cummunistic thinking in the United States, we need probably more than anything else democratic discussions among the citizens. Discussions of such important subjects as you dramatized on your television show of October 20. If this was the prime motive behind this telecast, then, Mr. Murrow, you succeeded.

However, only a certain percentage of your audience are of the type inclined to discuss or debate the issues involved...particularly in the way you basically presented the issue — one-sidedly. Your ability of analyzeing this incident, and others, is beyond question. Very few of your viewers ever consider your opinions as opposed to theirs. You form their opinions for them.

Now for my opinions — and see if you agree.

The loyalty of the Air Force officer was not questionned. But the loyalty of his sister and father were. No man can be purged by his association with others as you and others pointed out. Webster says about the word "purge", "A ridding, as of a nation or party, of elements or members regarded as treacherous, disloyal, or suspect." The Air Force did not ask this man to resign his position because of any of these elements. He was asked to resign because of his immediate family's tendencies which <u>could</u> conceivably place undue pressure on him.

The sister and father in this case were not being proved as disloyal. The case in point is whether or not a man could be forced to resign from the service because of his associations with others. From the officer's own words one can realize how close blood ties are — or could be. He is not being questionned as to his present activities being detrimental to the security of the nation. But being in the service, and because of his close relationships with doubtful individuals, he could conceivably be placed in a situation where he would be "forced" to act against the security of the country. For this reason, he is as the Air Force stated, "A Security <u>Risk</u>". I repeat — RISK.

I think you will agree with me, Mr. Murrow, that the case is a debatable one. And that certainly it could be argued for hours on end with no agreement.

It is because of this fact alone that I take point with you on your handling of the telecast. First of all, a mass medium such as television does not reach only those persons interested and informed enough to make their own decisions on such a case. Secondly, you as a respected, renown, loyal American news analyst can too easily actually form impressions and develope ideas. I'm afraid your handling of this situation did not stimulate discussion, but decisevly formed opinions without the viewers' objective thinking.

I realize your lack of time during a busy day to answer every letter pertaining to your television shows. However, being a little selfish, I would appreciate your thoughts in answer to this letter.

Sincerely,

R. L. Jones

R. L. Jones
1800 Watrous
Des Moines, Iowa

SZN
Kenworthy, E.W.

October 26, 1953

Dear Ned:

Very many thanks for your nice letter about the Radulovich story. Public reaction to this has been almost overwhelmingly favorable, as of course, we hoped it would be.

We would have done it anyway, because it seemed to all of us who worked on the story that it was a worthy project. I think perhaps it is true that the opportunity to do this kind of thing once in a while does lessen one's frustration to a certain extent.

Thanks again and best regards.

Sincerely,

Mr. E.W. Kenworthy
50 River Road
Cos Cob, Connecticut

October 20, 1953

Mr. Ed Murrow,
Columbia Broadcasting System,
New York, N.Y.

Dear Ed:

A few months ago at the party the Streets gave for Ferdie and Delia Kuhn, you were saying that you weren't entirely happy with TV, that there were so many things that didn't lend themselves to pictorial treatment that you wanted to go into.

That may be so, but we have just seen The Case of Milo Radulovich, and it is a little difficult to understand your frustration. Your are to be envied at being able to do what you have done--and having a sponsor that would let you do it. There must certainly be thousands of newspapermen who saw that tonight who are absolutely green with envy.

But beyond that, they are deeply grateful for the blow you have struck for real reporting, and for decency, and for the standards of fair play and elemental justice.

It was deeply moving. There sure is a hell of a lot of life in Angle-Saxon law and the American Constitution --even enough to make a TV program out of. I am sure that the spirits of Milton and Vayne and Wise and Hooker are resting easier tonight. As for T.J. he must be fair beside himself.

A good night's work.

Yours,

Ned Kenworthy

Ned Kenworthy

P.J. SON
Kolodin, Irvin

October 23, 1953

Dear Mr. Kolodin:

Fred Friendly and I want to thank you very much for your nice letter about the Radulovich program. The overwhelming amount of favorable reaction we have received makes us believe that it was a thoroughly worth-while project as we had hoped it would be.

Many thanks again for writing.

Sincerely yours,

Mr. Irving Kolodin
Music Editor
The Saturday Review
25 West 45 Street
New York 36, New York

rh

The Saturday Review
25 West 45th Street, New York 36, N. Y.

Irving Kolodin
Music Editor

October 20,1953

Dear Messrs.Friendly
and Murrow :

That much belabored phrase "in the public interest" was never so much deserved as in the case of your Radoulovich presentation tonight. It would be a gross oversight to neglect saying so when TV does something uniquely its own, considering how often it is abused for floundering.

As good as the content was, it wouldn't have meant nearly so much had not the presentation been as good as it was. I wish I had public space to say so: since I don't, the least I could offer is one small letter on this side to balance the many others you will doubtless get on the other side.

Thanks again for an enlightening look at a subject that certainly bears all the illumination it can get.

Sincerely,

Irving Kolodin

SSN
Niefeld, Jack

October 28, 1953

Dear Jack:

Many thanks for your nice note about the Radulovich Story. Fred Friendly and I felt it was something that had to be done and have accordingly been very pleased to see the large amount of overwhelmingly favorable reaction. It seems to have been a pretty worth-while project, even if the only thing we have been able to do so far is to arouse public interest.

Many thanks for your good wishes and with best regards.

Sincerely yours,

Mr. Jack Niefeld
Research Study Director
Bureau of Social Science Research
The American University
1710 Connecticut Avenue
Washington 9, D.C.

rh

BUREAU OF SOCIAL SCIENCE RESEARCH
THE AMERICAN UNIVERSITY
1710 CONNECTICUT AVENUE WASHINGTON 9, D.C. TELEPHONE: DECATUR 7200

October 22, 1953

Mr. Edward R. Murrow
Columbia Broadcasting System
New York, New York

Dear Ed,

That was a fine job of reporting you and Fred Friendly did on the Radulovich case. This whole mess has needed an airing for a long time, and it did not surprise me in the least that it was Murrow who came up with a treatment equal to the gravity of the issue. Here in Washington, the whole affair was handled as straight spot news and after the first break, was relegated to the inside pages of the local papers — even the Washington Post.

Congratulations again for the excellent show, and my very best wishes for your continued success.

Sincerely,

Jack

Jack Niefeld
Research Study Director

SJN

October 28, 1953

Dear Charlie:

Many thanks for your nice note about the Radulovich Story. Fred Friendly and I felt it was something that had to be done and have accordingly been very pleased to see the large amount of overwhelmingly favorable reaction. It seems to have been a pretty worth-while project, even if the only thing we have been able to do so far is to arouse public interest.

Many thanks for your good wishes and with best regards.

Sincerely yours,

Mr. Charles Wick
Charles Wick Company
38 East 57 Street
New York 22, New York

rh

CHARLES WICK CO.
38 EAST 57TH STREET
NEW YORK 22, N.Y.
PLAZA 8-3360 CABLE: WICKFAST

October 21, 1953

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York 22, New York

Dear Ed:

I saw your show, "SEE IT NOW" last night and may I add my commendation to those that must have overwhelmed you following the broadcast.

Your forthright and intelligent documentation reflected the same dedication to country and democracy of the noble people who built and preserved this country in moments of peril.

Congratulations to you all!

Best wishes.

Sincerely,

Charlie

Charles Wick

CW/b

5/11
Rimer, Edward, S, Jr

November 3, 1953

Dear Mr. Rimer:

In reply to your letter of October 27, I am sending you herewith a script of our SEE IT NOW broadcast on Lt. Radulovich. My transcript of testimony before the board is not available, but I assume you could secure one from the Lieutenant's attorney, Charles Lockwood, 1709 Ford Building, Detroit, Michigan.

My latest information is that a final decision will not be made by the Secretary of the Air Force until he returns from Europe about the middle of November.

Sincerely yours,

Mr. Edward S. Rimer, Jr.
Spence, Hotchkiss, Parker & Duryee
40 Wall Street
New York 5, New York

dm

SPENCE, HOTCHKISS, PARKER & DURYEE
40 WALL STREET, NEW YORK 5, N.Y.
TELEPHONE WHITEHALL 3-7000
CABLE SPENHOPWAL

October 27, 1953

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, N. Y.

Dear Mr. Murrow:

I am a member of the Special Committee on Military Justice of The Association of the Bar of the City of New York and have been asked by the Committee to give a report on the facts involved in the dismissal of Lt. Radulovich from the Air Force Reserve.

I saw your "See It Now" program which you devoted to the case and would appreciate the opportunity of discussing the background with you or one of your staff so that I may be able to more intelligently present the true picture of what happened to the Committee.

Thanking you for your courtesy, I am,

Yours very truly,

Edward S. Rimer, Jr.

Edward S. Rimer, Jr.

SDN
Schneider, D. G.

October 28, 1953

Dear Mr. Schneider:

Many thanks for your nice note about the Radulovich Story. Fred Friendly and I felt it was something that had to be done and have accordingly been very pleased to see the large amount of overwhelmingly favorable reaction. It seems to have been a pretty worth-while project, even if the only thing we have been able to do so far is to arouse public interest.

Many thanks for your good wishes and with best regards.

Sincerely yours,

Mr. D. G. Schneider
Vice President and Merchandising Director
Young & Rubicam, Inc.
333 North Michigan Avenue
Chicago 1, Illinois

rh

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D. G. SCHNEIDER
Vice President and Merchandising Director

CHICAGO 1 · 333 No. Michigan Avenue

October 21, 1953

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

At the end of last night's "See It Now" I hoisted my tired old body out of the soft, old chair in a standing tribute to you, your colleague, Mr. Friendly, your sponsor, Aluminum Company of America, and CBS.

No doubt you will be "denounced" by the mental myopics who will misconstrue your purpose.

I hope they will be outnumbered by the viewers of your show who saw it clearly as an exposure of a highly questionable proceeding which may have done a great injustice to a fine young American and his family.

Sincerely,

D. G. Schneider

Vice President

DGSchneider
jh

-SDN

Shipler, Diane

October 23, 1953

Dear Miss Shipler:

Fred Friendly and I want to thank you very much for your nice note about the Radulovich program and we are happy to tell you that the reaction, of which there has been a great deal in the form of telegrams, letters, and phone calls, has been overwhelmingly favorable.

Best regards.

Sincerely yours,

Miss Diane Shipler
New York Herald Tribune
230 West 41 Street
New York 36, New York

rh

NEW YORK
Herald Tribune
A European Edition is Published Daily in Paris

PEnnsylvania 6-4000

230 West 41st Street, New York 36

Dear Ed Murrow and Fred Friendly:

The Radulovich show was great. I knew of no one - in TV or out - who can do that kind of a story justice. If "See It Now" doesn't do it, it doesn't get done.

I'd like to know what sort of reactions you get to this show.

Sincerely

Diane Shipler

Diane Shipler

John Crosby's assistant

S & N
Taber, Mary

October 29, 1953

Dear Miss Taber:

Very many thanks for your nice letter. It was as you obviously realize a great satisfaction to be able to put the Radulovich Case before the public, and I am happy to say that the reaction has been overwhelmingly favorable.

I shall take your excellent advice and try to spend more time among our beautiful hills.

Janet joins me in sending all good wishes to you.

Cordially yours,

Miss Mary F. Taber
Pawling
New York

rh

Miss MARY F. TABER
PAWLING
NEW YORK

Ocotber 21, 1953

Dear Mr Murrow:-

Several times I have told your wife how deeply I appreciate the value of the liberal influence you are exerting on public opinion by the vividly documented and humanly understanding quality of your TV and radio programs. But after watching the story of this accused air force boy deprived of his personal reputation because of family loyalty and with no chance to see the incriminating evidence, all placed before our minds and eyes in unescapable focus, I feel that I want to say a direct "Thank you" to you.

It is a relaxation and a relief to see fearless truth placed before one lucidly now in this time when our basic freedoms are under strain not really, I believe, from the outer enemy but from the more insidious foes within of fear and self concern and the obsessions they tend to fasten upon the public mind.

Please continue your heavy doses of sanity and kindly yet factual reporting. We need them crucially. Also please give yourself time to relax among our lovely hills of home from what must be a terrifically heavy program of preparation to administer the above doses!

With best wishes and renewed thanks to both you and "Janet"

Yours cordially

Mary F. Taber

Talbott, Harold
SIN - October 20, 1953
Radulovich

November 27, 1953

Dear Secretary Talbott:

I write to give you my thanks for your co-operation in filming the announcement of your decision regarding Lt. Radulovich. We used the film in its entirety at the beginning of last Tuesday night's program. It was a model of clarity and brevity.

I hope that we may meet again soon and pursue some of the subjects we discussed at our last most agreeable luncheon.

Sincerely yours,

Secretary Harold E. Talbott
Secretary of the Air Force
Washington, D.C.

rh

Mr. Murrow

TALBOTT'S STATEMENT

Secretary of the Air Force Harold E. Talbott released the following statement today concerning the case of First Lt. Milo J. Radulovich:

As Secretary of the Air Force it is my sworn duty to uphold and to protect the security of the United States. I am also keenly aware of my responsibility to protect the individual rights and privileges of each man and woman in the United States Air Force. The preservation of our American way of life requires that we must be alert to safeguard our individual liberties.

I have given the case of First Lt. Milo J. Radulovich the most serious consideration. I have decided that it is consistent with the interests of the national security to retain Lt. Radulovich in the United States Air Force Reserve. He is not, in my opinion, a security risk.

Routine investigation has produced certain information which raised a real question as to whether Lt. Radulovich was a security risk as an Air Force Officer. This information related not to Lt. Radulovich's own activities and views such as to those of other individuals with whom Lt. Radulovich appeared to be closely associated. It led an Air Force board to question whether Lt. Radulovich should be retained in the Air Force Reserve.

The policy of the Department of the Air Force is not to discharge any officer or airman as a security risk without giving him notice of the derrogatory information in the Air Force's possession and a full opportunity to present his own case in justification of his retention in the Air Force. In the course of the hearing, Lt. Radulovich testified at length concerning his relationship with his sister. He did not attempt to explain or justify her reported activities, but he maintained that he would not be influenced by them. Lt. Radulovich is a mature officer with a family of his own. He served honorably and well for 14 months as an airman, and 6 years as an officer on active duty with the Air Force. After reviewing the entire record in this case, I am convinced that, under the circumstances, the nature of

Lt. Radulovich's association with his sister is not such as to make her activities and beliefs the determining factor in this case. I am also convinced that the record does not support the conclusion that Lt. Radulovich's father has engaged in activities of such a type as to bear upon the decision in this case.

The question raised as to security has thus been resolved in Lt. Radulovich's favor. I have therefore directed that Lt. Radulovich be retained in his present status in the United States Air Force.

DEPARTMENT OF THE AIR FORCE
WASHINGTON

OFFICE OF THE SECRETARY

October 24, 1953

Dear Ed:

Enclosed are the answers prepared for the Secretary to the questions you submitted. Mr. Talbott asked that I forward you a copy for your information, stating that you would not quote directly from it since we have now changed to a straight statement form. I am counting on turning that loose Monday morning for immediate release, and will send you a copy of that also when it is done.

Sincerely yours,

SORY SMITH
Major General, USAF
Director of Public Information

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, New York

Phone
Liberty 5-6700
Ext 7606

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1. Have you reached a decision in the case of Lt. Milo Radulovich?

Yes, I have, Mr. Murrow. As you know, the Selfridge Air Force Base Board found that on all the evidence in this case there was reasonable doubt that Lt. Radulovich was a good security risk. The Board recommended that his commission in the United States Air Force Reserve be terminated. The Commanding General of the Continental Air Command reviewed this case. So did the Air Force Personnel Council here in Washington. They concurred in the original finding and recommendation. The Judge Advocate General of the Air Force then reviewed the case. He found that Lt. Radulovich had been accorded all of his legal rights during the hearing and processing of this case. I personally reviewed this case very thoroughly. As I would in all cases of this nature, I made a careful study of the investigative files, the transcript of the hearings, and the opinions and recommendations of the reviewing officers. After full deliberation I have directed that Lt. Radulovich's Reserve commission be terminated.

2. Did the various boards of review have information regarding the Lieutenant, his sister, and his father that was not made available to the Lieutenant or to his lawyers?

Yes.

3. Why was that information kept secret?

Certain information must be kept secret. The President himself has so directed. I am sure the American people demand it. To do otherwise would invite double disaster.

(1) We would have been so stupid as to tell the enemy exactly how and where we have penetrated his operations.

(2) We would have jeopardized the source. In the Communist conspiracy this may mean death.

4. Could you give us one or two examples of similar cases where a man's relationship with the Air Force has been terminated because of the political activities or beliefs of members of his family or associates?

The Air Force has never terminated anyone for that reason alone. We must know how dangerous were the activities of the man's associates - how close was the relationship - how great the opportunity for pressures. As a matter of fact, in the majority of such cases which have gone to hearing we have cleared the individual and retained him in the service. I prefer not to discuss any other specific cases. We do not and will not publicize the identity of individuals in such proceedings. If publicity is given as in this case, it is by the choice of the individual himself. As long as I am Secretary it will be the policy of the Air Force to handle these cases in the American way which will protect the privacy, privileges, and dignity of the individual to the greatest extent possible.

5. What is the basic document or regulation under which these actions are taken?

Air Force Regulation 35-62 has been issued in accord with the Armed Forces Reserve Act of 1952. The provisions of this Regulation are in full agreement with the Executive Orders of two Presidents and Department of Defense directives. Actually under the Armed Forces Reserve

Act we have authority, on recommendation of a Board of Officers, summarily to dismiss without a hearing where required in the national interest.

6. Why did the Air Force grant Lt. Radulovich a hearing with counsel when under the existing law such a hearing was not mandatory?

As I said before, we have authority to terminate a man's Reserve commission without notice of charges or opportunity for defense. We do not choose to do it that way.

7. Now perhaps you would explain to us the difference between a loyalty risk and a security risk?

The question of loyalty addresses itself to a man's allegiance, devotion, and attachment to his country. Disloyalty carries with it overtones of treason. The security risk question is entirely different. The single issue there is can the Government, on behalf of the people of this nation, entrust with confidence a particular individual with national secrets. For example, the Government cannot have complete confidence in a man who talks too much, drinks to excess, is a sexual pervert, or even mentally unbalanced. Obviously the Government can have no confidence in a man who is active in the Communist cause. The Government dare not trust with its secrets the man who regardless of motive may be subject to coercion, influence, or pressure which may cause him to act contrary to the best interests of national security.

8. May I ask, Mr. Talbott, why do you consider a man who has relatives or close associates active in the Communist organization to be a security risk?

As I said before, that in itself is not enough. In addition, the overall circumstances present must indicate that because of this association the man might unwittingly or because of pressure, coercion, or influence give away secret information. To show you how the Communist Party itself takes advantage of such relationships, I would like to quote from a booklet entitled "Whom and How to Recruit," published by the Communist Party. Whom does it tell them to recruit first? Let me quote. "You have relatives, those in your immediate family...Start the list with the people you know best, your relatives..." And, Mr. Murrow, the Party considered this technique so effective that it issued a later pamphlet which I hold in my hand called "Party Building." These instructions not only require recruitment of relatives but they describe members of the family - and I quote - "The first line of reserves" of the Party. You may ask does this work? Is it effective? I am sure the people of this country will not soon forget how effective this technique can be when they remember the case of Sergeant David Greenglass. Greenglass was considered a loyal American. His associates so testified. He had access to sensitive military information. His sister brought influence to bear upon him and converted him to her way of thinking. Today he is serving a 20-year term for espionage. His sister was Ethel Rosenberg. She has been executed as an atomic spy.

9. Are you personally convinced, after studying the complete file, that a representative group of civilian lawyers, conscious of the requirements of national security, would have judged Lt. Radulovich to be a security risk?

Yes, I do believe so. I cannot put myself in another man's mind but I believe that they would find as we did. I would like to point out, however, that such an informal body has the power of judgment but not the burden of responsibility. I, on the other hand, have been appointed by the President as Secretary of the United States Air Force. As such, it is not only my duty to exercise my best judgment in this case and make a just decision, it is also my responsibility to protect the security of the United States.

10. Would you care to make any general comments on this basic problem which, as I see it, is a conflict between national security and personal freedom?

Mr. Murrow, I agree that elements of conflict certainly appear to be involved in this entire situation. There are, of course, difficulties in attempting to maintain maximum security in the nation and on the other hand protecting the personal rights of all individuals who may be concerned. We certainly do not want to accomplish total security to the detriment of the individual. To do so, would turn America into a totalitarian state - with the state the master of the people. The totalitarian state demands security at any cost - even the destruction of human dignity. Problems involving national security are problems of <u>all</u> the people. They will demand, as they should, that these problems be solved in the best traditions of our nation. This is exactly what the Air Force is trying its best to do. I am personally concerned and will continue to be concerned with the problem of conflict in this situation. We must insure that on a day to day basis the Air Force,

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Van Horne, Harriet

October 23, 1953

Dear Harriet:

Very many thanks for your charming note about the Radulovich Story. We felt this was something we had to do no matter what the reaction might be, and as it happens the reaction has been extensive and overwhelmingly favorable. We would have done it anyway, but it certainly is nice to know that so much of public opinion is on our side.

Many thanks again for writing.

Sincerely yours,

Miss Harriet Van Horne
New York World-Telegram
and The Sun
125 Barcly Street
New York, New York

rh

New York World-Telegram
The Sun

New York 13, N.Y.

Dear Ed,

Though I scorn people who dash off fan letters dotted with "wonderful!" 's ...I cannot resist the urge to write to you and say "Bravo!" for the story of Lt. Radulovich. In a sense, you are his Zola. And thus we are all in your debt. It was a fine program, honest and decent all the way. You avoided all the obvious traps. You didn't descend to bathos, to sentimentality or to ranting. Your "J'accuse" was quiet and cool, and therefore the more effective. Considering the climate of opinion we live in these days, you are an extraordinarily brave man. And I feel proud to know you.

Sincerely,

Harriet Van Horne

Tuesday night

SZN
Velotta, Tom

October 23, 1953

Dear Tom:

Fred and I want to thank you very much for your nice note about the Radulovich Story. We expected, and received, a tremendous amount of reaction, most of which was overwhelmingly favorable. We didn't really expect bouquets from any of our competitors so this makes your note all the more delightful.

Best regards.

Sincerely yours,

Mr. Thomas Velotta
Vice President
American Broadcasting Company
7 West 66 Street
New York 23, New York

rh

American Broadcasting Company
7 WEST 66TH STREET · NEW YORK 23, N.Y.
SUSQUEHANNA 7-5000

ABC
RADIO NETWORK
NEWS & SPECIAL EVENTS

October 21, 1953

Dear Ed and Fred:

This is the first fan letter I have ever written - especially concerning a program appearing on a competitive network.

The telecast last night was terrific! The presentation, content and purpose of the program must have given you a great deal of satisfaction.

Sincerely,

Thomas Velotta
Vice President

Mr. Edward R. Murrow
Mr. Fred Friendly

F - SDN
Williams, Chet

October 23, 1953

Dear Chet:

Very many thanks for your nice note about the Radulovich Story. I am delighted to hear that you liked the program. I am happy to be able to tell you that in general the large amount of reaction we have had has been overwhelmingly favorable.

With best regards.

Sincerely yours,

Mr. Chester S. Williams
World Information
Empire State Building
New York 1, New York

rh

WORLD INFORMATION
Research Consultants
EMPIRE STATE BUILDING • NEW YORK 1, N. Y.
LACKAWANNA 4-8663

CHESTER S. WILLIAMS
HERBERT HARRIS

October 21, 1953

Dear Ed:

The show was magnificent! Pace, taste, discretion and courage.

You let the little people stand up and throw the big idea in the faces of the fear-mongers.

You and the whole crew deserve well on that one.

Cordially,

Chet

Chester S. Williams

CSW:dew

"SEE IT NOW"

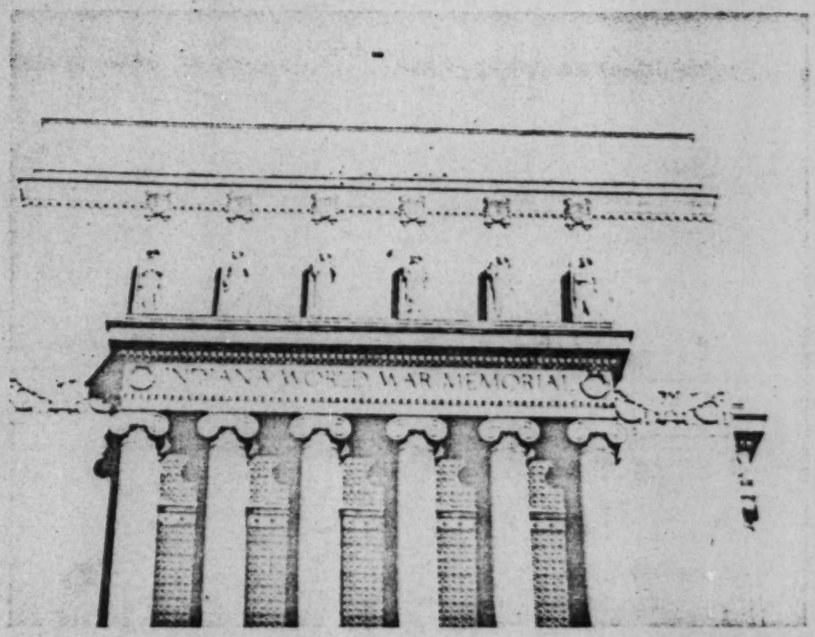
INDIANAPOLIS CIVIL LIBERTIES DISPUTE

American Legion/American Civil Liberties Union

November 24, 1953

AN ARGUMENT IN INDIANAPOLIS

NOVEMBER 24, 1953



EDWARD R. MURROW: This next report we call "the argument in Indianapolis." There was considerable argument there last week between the American Legion and a group of people who wanted to start a local chapter of the American Civil Liberties Union. This report was all filmed in a period of five days, and all the arguments will be presented by the people who actually participated. Our reporters: Joe Wershba and Ed Scott; our cameramen: Charlie Mack and Marty Barnett.

That shaft is an Indiana landmark—a memorial to those who died in the war between the states. Located at almost the exact center of the state of Indiana, three blocks north of here, is a memorial to the dead of World War I. This is the Indiana World War Memorial. It has an auditorium that seats five hundred and forty. In the last part of October, a group of Indiana citizens booked the auditorium for the night of November 20, for a meeting to form an Indianapolis chapter of the American Civil Liber-

ties Union. On
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Roland Allen,
for us.

W. ROLAND ALLE
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WERSHBA: Tell m
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BROWN: I do n

ties Union. On November 16, four days before the meeting, the reservation was canceled by the auditorium management. W. Roland Allen, a department-store executive, begins the story for us.

W. ROLAND ALLEN: On the sixteenth of October, a group of sixty or seventy fine men and women—professors from Indiana University and Purdue University, physicians, lawyers, housewives, and other good folk—got together in a local hotel here to decide whether or not it would be wise to form an American Civil Liberties unit here in Indiana. Some very simple committees were set up, one of which was to find a place to speak in. A few weeks later, we all got a notice that a room had been secured at the Indiana War Memorial, a vast and huge building, erected in memory of the men who died in World War I—incidentally, fighting, we think, for civil liberties.

We had the East Room of that building, and felt secure in immediately sending out notices to several hundred people of the time and place of the meeting. A few days before that meeting was scheduled, we heard to our surprise that the hall had been disallowed our group as a result of a protest from the American Legion and the Minute Women, a group, by the way, that I personally had never heard of before.

And so the old American problem of controversy came up; and many people mistook controversy for conspiracy.

MURROW: Next, Wershba went to F. J. "Star" Brown, manager of the War Memorial, and asked why permission to use the auditorium had been withdrawn.

F. J. "STAR" BROWN: When the American Civil Liberties Union applied to me to have a meeting, their local representatives in Indianapolis, as far as I knew, were very reputable people, representing business and learning in Indiana. So I granted them the privilege of setting the date for this meeting. After two weeks, I began to get letters from various groups, including the American Legion, the Minute Women of Indiana, and others. Realizing that this meeting must be of a controversial nature, which are not agreeable to the rules and regulations that govern the use of this Indiana World War Memorial, I thereupon canceled the meeting of the American Civil Liberties Union.

WERSHBA: Tell me, did you ever find out who these Minute Women of Indiana are?

BROWN: I do not know anything about the Minute Women of

Indiana. There is an organization of Minute Women, but I don't know about them.

MURROW: This is 3650 Washington Boulevard, the home of one of Indianapolis' Minute Women. This is Miss Marguerite Dice, a past officer of the organization, who stated that she does not speak officially for the Minute Women but does not feel her statement contravenes their policy.

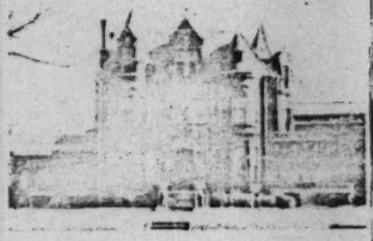
MISS MARGUERITE DICE: It has been said in the course of this dispute that the War Memorial Building was erected for the men who died in the last world war. That is not the whole truth. It was erected in memory of those men who gave their lives for the protection and preservation of the principles on which this country was founded. The inscriptions in it and outside of it bear witness to this. What a travesty it would be to open its doors for a meeting to which Communists are welcome, when we know the open and avowed purpose of such is to overthrow our government by force and violence, as well as by infiltration.

MURROW: The heaviest objections came from the American Legion. This is Indiana State Commander Roy M. Amos.

AMERICAN LEGION COMMANDER ROY M. AMOS: The American Legion can never agree that the Indiana War Memorial is a fitting place for a meeting of the American Civil Liberties Union. The Memorial is hallowed ground. It is a shrine sacred to the memory of thousands of gallant Hoosier patriots, many of whom died in Korea fighting Communism. As such, it must never be used as a sounding board for the advocacy of any policy of pampering Communists to the virtual exclusion of all others.

MURROW: The decision that the War Memorial could not be used was announced on Monday. On Tuesday, the Civil Liberties people called the Claypool Hotel. A clerk told them the Chateau Room was available. Shortly after that, it was discovered that it had been previously booked. Then, the American Civil Liberties Union called the Continental Hotel on North Meridian Street—after that, the Riddick Piano Company, which has a large studio that is generally for rent. Next, the Civil Liberties Union went to the Public Library and asked for their auditorium. After that, the Indianapolis YMCA. All of these places reported that they were either previously booked or for other various reasons unavailable for the Friday-night meeting. Wednesday, the American Civil Liberties Union went to the Knights of Columbus on North Delaware Street and were offered their hall. A price of fifty dollars was agreed upon. But that night, the Knights of Columbus auditorium was withdrawn. We asked Grand Knight Donald Latendresse why.

GRAND KNIGHT DONALD LATENDRESSE: We seem to have gotten involved in the midst of a situation we had no desire to become involved in. We had been approached as to renting our hall to the American Civil Liberties Union, and at first thought could see no reason why it wouldn't be all right. However, upon further investigation, we find that it was a controversial issue, and since we—our membership is comprised of some fifteen hundred who have various views on different things—we felt that we didn't



want to become involved in a controversial affair which might lead to internal strife in our organization. We felt that, since the issue was controversial, that we should remain in the middle. However, it seems that you can't remain in the middle in a situation such as this. The very fact that we were approached by the organization to rent the hall put us in the middle, because if we refused, we were taking sides; and if we accepted, we were taking sides.

MURROW: Of the three newspapers, two ran editorials. The Times, a Scripps-Howard publication, opposed the Legion's ban, and stated that liberty belongs to everyone or to no one. The Indianapolis Star, also Republican, said the Legion had a right to oppose the views of the American Civil Liberties Union, but had no right to prevent their meeting.

Four churches were approached. None was available for the Friday night meeting. Then, less than two days before the meeting, an auditorium was finally offered. This is the corner of Vermont and New Jersey streets, just a few blocks east of the War Memorial Building. Victor L. Goosens, pastor of St. Mary's Roman Catholic Church, offered them his church's social center. It was accepted. We asked Father Goosens why he had interested himself in the controversy.

FATHER VICTOR L. GOOSENS: Well, I suppose you could say that it was in rather a casual way that I became involved. The request was simply brought to my attention that the American Civil

Liberties Union was rather anxious to find a place to meet, and the idea was put forward that perhaps they might be interested in using our auditorium; and of course, I was perfectly willing to let them have it, even though they had been denied the use of several other auditoriums, for the simple reason that I had no reason to believe them unfit or unworthy for the use of our premises. And so, as the controversy developed, I found that it was not only a situation in which we ought to actually let them use it, but that we really should insist that they be given a place to meet, for the simple reason that it seems to me that there is something much more basic involved here than merely the idea of a meeting place.

We have to be very careful, of course, to recognize the rights of minorities. You know, we all of us at some time or other are going to find ourselves in a minority group. Perhaps it might be politically, or it might be religiously, or it might just be a minority group on some other question—but we are going to find that we are at some time or other in a minority, and it is possible for any group outside of the legally constituted branches of government to restrain another from peaceful assembly and from the right to express themselves freely. Then, all our liberties are in danger, and I feel this way about it: that if an organization, no matter how well-intentioned it might be in its purposes —if one organization can prevent another group of people who are not traitorous, who are not subversive, from gathering together in peaceful assembly to discuss and to speak freely, then what guarantee would there be that, later on, another group might not decide that when I or my people gather together for purposes of worship or the exercise of freedom of religion, that we should be stopped?

MURROW: The meeting was held on Friday night; but, that same night, the Indiana Department of the American Legion held an executive session. Part of their business was to protest the Civil Liberties Union meeting.

At virtually the same moment, in the meeting hall of St. Mary's, three blocks from the church, Professor Ralph F. Fuchs, of the Indiana University Law School, was calling to order the first meeting of the Indianapolis chapter of the American Civil Liberties Union. Because these two meetings, running simultaneously, so paralleled each other in subject and debate, we have chosen to present them as we have in political debates, with each side answering the other.

LEGIONNAIRE: You are assembled here tonight to receive information on a new development on the "red firing line" in Indiana.

PAUL CLAY [AMERICAN CIVIL LIBERTIES UNION]: I don't like to be told that anybody can't have a meeting. It gets my Irish up.

LEGIONNAIRE [PRIEST]: Mr. Commander, members of the executive committee. The fact that the meeting of the A.C.L.U. is being held in the social center of a Catholic Church does not constitute an endorsement of the American Civil Liberties Union by the Catholic Church. The use of the hall for the meeting was granted on the grounds that the organization had not yet been declared subversive by the Attorney General, and I hold with the American Legion that every effort should be made to expose any and all who are attempting to spread subversive propaganda.

W. ROLAND ALLEN: This week's adventures in our community remind me of the old American habit of answering a man who says he wants to talk. We say, "Well, why don't you go hire a hall?" This week we found ourselves having great difficulty in carrying out that old American habit. But those who understand the spiritual purpose and the constitutional purpose of the American Civil Liberties Union are not going to be afraid. This is no time to be afraid.

LEGIONNAIRE: The issue is the alerting of the people of Indiana to the fact that there is being established in Indiana a chapter of the American Civil Liberties Union. This is an organization that is parading its avowed purposes of protecting the civil rights of individuals. With such a purpose the American Legion can never quarrel. The American Legion itself is a civil-liberties organization, because it has repeatedly gone to the defense of veterans whose constitutional rights were threatened or invaded.

MERLE MILLER [ATTORNEY, A.C.L.U.]: I first heard of the American Civil Liberties Union about twenty years ago, but I heard of it from a Supreme Court Judge of this state, a conservative old Republican, and I have come to realize that a true conservative and a true liberal will find themselves side by side protecting the civil rights of their fellow men. For the true meaning of the word "conservative" means that you wish to conserve the best of the past, and pass it on the way you got it. A true liberal means a tolerance for the convictions of others and a willingness to hear them out. And so in civil liberties we find strange folks side by side who disagree on anything with everybody except on the right of those who disagree with them to be heard.

LEGIONNAIRE: The Indiana Department of the American Legion, with documentary evidence at hand of the facts that the speaker

for the meeting of the American Civil Liberties Union has subscribed to, and been a member of, organizations listed as subversive, took the stand that the Indiana War Memorial dedicated to the memory of our war dead should not be used as a sounding board for his philosophy or policy.

PROFESSOR RALPH FUCHS [A.C.L.U.]: I take great pleasure in presenting Mr. Arthur Garfield Hays of New York, general counsel to the American Civil Liberties Union.

ARTHUR GARFIELD HAYS: There is only one thing that I know of on which President Eisenhower and ex-President Truman seem to agree, and that is on the good work done by the American Civil Liberties Union. President Eisenhower made the following statement in connection with a dinner honoring ten Civil Liberties organizations: "I am sure the people of the United States join in honoring the work of the distinguished private agencies which are doing so much to guard civil rights and to advance human rights in our nation." Since I understand the American Legion doesn't fully agree, I want to quote from what Douglas MacArthur said on December 30, 1949. Roger Baldwin is the man attacked today by the head of the Legion here. MacArthur said: "Roger Baldwin's crusade for civil liberties has had a profound and beneficial influence upon the course of American progress. With countless individuals finding protection in the nobility of the cause he has long espoused, he stands out as one of the architects of our cherished American way of life."

LEGIONNAIRE: Mr. Commander, in my hand I have a clipping taken from The Nation magazine of June 28, 1952. This clipping

is an advertisement of the American Civil Liberties Union, which asks the reader to join with them in fighting the Smith and McCarran Act. I believe that any organization that would advertise such a fact cannot have the interest of the United States at heart. And I think Commander Amos is right in exposing them in Indiana.

HAYS: And not ten per cent of our time has had to do with Communists. As I said during my talk, what worries us chiefly is the fact that the non-Communists are the people who suffer. And what is the matter with a controversial subject? Controversy is as American as the Rocky Mountains or the Fourth of July.

LEGIONNAIRE: I understand that the American Civil Liberties Union has gone to the defense of Harry Bridges. According to all the information I have ever had on the matter, Harry Bridges is the head of the International Longshoremen's and Warehousemen's Union, which was expelled from the National C.I.O. in 1949 for following the Communist Party line. The United States Government has sought the deportation of Bridges on the ground that he is a subversive alien and obtained his citizenship under fraudulent conditions. An organization which gives aid and comfort to anyone such as Bridges does not belong in Indiana.

LEWIS GREENBERG [ATTORNEY]: I think that they are pretty sacred to our concept of civilization—is that we say to one another: "Let us agree to disagree agreeably." So far as I am concerned, the views of the extremists, whether from the right or the left, are rather obnoxious; but I feel that when they are met in the court of public opinion, with trial and error, with freedom to express, and to nail the lies, that freedom and truth will become victors.

DR. NORMAN BOHER [AMERICAN LEGION]: Mr. Commander, fellow members of this executive committee: Having full faith in and of the facts we each possess, as working Legionnaires of the Department of Indiana, I move you that this executive committee approve the action taken by our Commander and this Department in this matter involving the A.C.L.U. and I move and propose that we make this action unanimous.

ORIN NAILAN [LEGIONNAIRE]: Mr. Commander—I, Orin Nailan, of the Ninth District, school-supplies salesman, take great pleasure in seconding this motion.

AMOS: Gentlemen, you have all heard the motion as it has been made and duly seconded. Is there any question on the motion?

Any discussion? All those in favor of the motion as made, vote by the usual voting sign of Aye.

CHORUS: Aye.

AMOS: Contrary: no. It's been duly carried. Thank you so much.

MURROW: The Legion had its say and its resolution, and the Civil Liberties Union had their meeting. Indianapolis is still there and the controversy is everywhere. Now, Father Goosens again.

FATHER GOOSENS: Well, the fact that there was more excitement made me that much more concerned, because it proved to me, in a way, that the time had come when we had to take a stand on this. When the climate is such that so many people are so quick to take the law into their own hands, or rather, I should say, perhaps, to ignore the law and to deny to others the right to peaceful assembly and free speech—then somebody certainly has to take a stand on the subject and prove to them that they are, in their activities, actually un-American in their way of procedure. And it's up to us, I think, to lead the way, because we know that the freedoms—the American freedoms—are all based upon the rights which God has given us. And if the church and religion do not uphold those basic principles which come from God, then who will?

MURROW: That was the argument in Indianapolis last week. Good night and good luck.

SEE IT NOW

EDITED BY

EDWARD R. MURROW

AND

FRED W. FRIENDLY

1955

SIMON AND SCHUSTER

NEW YORK

FOR REFERENCE:

Michael Dennis Murray, SEE IT NOW VS McCARTHYISM: DIMENSIONS OF DOCUMENTARY PERSUASION, Ph.D. Dissertation Presented to the Faculty of the Graduate School, University of Missouri--Columbia, May 1974.

(On Bookshelf)

CRITICAL EXAMINATION OF:

THE CASE OF LIEUTENANT MILO RADULOVICH

✓ ARGUMENT IN INDIANAPOLIS

A REPORT ON SENATOR JOSEPH R. McCARTHY

ANNIE LEE MOSS BEFORE THE McCARTHY COMMITTEE

SENATOR McCARTHY'S REPLY

Am. Veterans Com.

AVC

AMERICAN VETERANS COMMITTEE INCORPORATED

NATIONAL OFFICES • 1751 NEW HAMPSHIRE AVENUE, N.W. • WASHINGTON 9, D.C. • NORTH 7-0581

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No Ans.

LC

November 25, 1953

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, N.Y.

Dear Mr. Murrow:

I have been meaning to write to you for some time to congratulate you on the excellence of "See It Now". Your program last night from Indianapolis was particularly good, as was the one on Lt. Radulovitch.

It occurred to me that you would be interested in covering the Tenth Anniversary Convention of the American Veterans Committee and I am therefore enclosing information about it.

Sincerely yours,

Andrew E. Rice

Andrew E. Rice
Executive Director

Affiliated with the World Veterans Federation

TENTH ANNIVERSARY CONVENTION • December 4th, 5th, 6th, 1953 • Atlantic City, N. J.

AVC National Corporate Offices: R-2000, 15 William Street, New York 5, N. Y.

NEWS

AMERICAN VETERANS COMMITTEE (AVC)

NATIONAL OFFICES • 1751 NEW HAMPSHIRE AVE., N.W. • WASHINGTON 9, D. C.

NOrth 7-0581

For Release: SUNDAY, November 29, 1953

For further info:
Andrew E. Rice
Executive Director

"CITIZENS FIRST" VETERANS GROUP MARKS TENTH ANNIVERSARY AT CONVENTION

WASHINGTON,D.C., November 28 — The American Veterans Committee (AVC), the veterans organization whose slogan is "Citzens First, Veterans Second", will hold its national convention in Atlantic City, N.J., on December 4,5, and 6.

Hundreds of veterans from all parts of the United States will gather at the President Hotel for the convention which marks the tenth anniversary of the founding of the unique veterans organization in 1943.

AVC has been known for its opposition to special privileges for veterans and for its support of civil rights, civil liberties, and international cooperation. In these respects, it has generally differed with older veterans groups such as the American Legion and the Veterans of Foreign Wars.

The Atlantic City convention will open Friday evening, December 4, with policy committee sessions, followed by plenary sessions on Saturday for the adoption of platform and resolutions. The Convention Banquet on Saturday evening will hear addresses by Congressman Charles Howell of New Jersey and Congressman Richard Bolling of Missouri, as well as from past national chairman Charles G. Bolte, author of "The New Veteran", Gilbert A. Harrison, publisher of the New Republic magazine; and Robert R. Nathan, prominent economist. Richard Meyner, Governor-elect of New Jersey, will also speak to the delegates. At its Sunday session, the convention will elect new national officers.

Convention Chairman is Michael Straight. Serving with him on the convention arrangements committee are: Irving M. Engel, Cong. F.D.Roosevelt,Jr., Bill Mauldin, Senator Paul M. Douglas, Thorton N. Wilder, Ronald Reagan and Gov. C. Mennen Williams, and others.

-30-

NEWS

AMERICAN VETERANS COMMITTEE (AVC)

NATIONAL OFFICES • 1751 NEW HAMPSHIRE AVE., N.W. • WASHINGTON 9, D. C.

NOrth 7-0581

November 28, 1953

BACKGROUND INFORMATION ON AMERICAN VETERANS COMMITTEE

The American Veterans Committee, a new kind of veterans organization, grew out of correspondence among a group of fighting men in World War II.

Gilbert Harrison, a native of Los Angeles, California, who was then a corporal in the infantry, had started the ball rolling by writing a letter to about 35 people in 1943. This group developed into a committee of correspondence which numbered about 150 in 1944, and was organized formally as AVC in April of that year.

From the first - and unlike all other veterans groups - AVC has been devoted to its motto of "Citizens First -Veterans Second." AVC recognizes that the great mass of American soldiers, are basically, citizens in uniform, and when they shed their uniforms they become citizens again.

AVC believes that patriotism consists of working for an expansion of democratic freedoms within the United States, active U.S. participation in the creation of a free and peaceful world, and development of a realistic veterans program. It has vigorously opposed Communism and fascism.

OPPOSES BONUS RAIDS ON TREASURY

One of AVC's first achievement was helping to write the G.I. Bill of Rights. Then, because it opposes raids on the U.S. Treasury by veterans or by any other special groups, AVC led the successful battle against the adoption of the Rankin bonus proposals.

(more)

The organization believes in rightful benefits for veterans to (1) help them make up for time lost in service; and (2) provide proper and decent assistance for war-disabled veterans and for the families of disabled or those killed on the battlefields. But with the U.S. veteran population growing ever larger, it regards general pensions and bonuses as false panaceas that can endanger the nation's financial stability.

Instead, AVC has actively supported extending the coverage and increasing the benefits of Social Security for all citizens. AVC also has backed the Hoover Commission recommendations for reforming the Veterans Administration.

Recently, it formed a Veterans Benefits Reappraisal Commission to re-examine the entire hodge-podge of existing veterans legislation and to bring in recommendations for a reasonable program designed to fit the needs of the constantly expanding number of veterans.

WORLD OUTLOOK

AVC's interest in the United Nations goes back to its inception. The young veterans group was represented at the creation of the UN at San Francisco, with Gilbert Harrison serving on the American party that accompanied Secretary of State Stettinius. Since that time, the veterans group has worked to support and strengthen the UN.

A major role was played by the AVC in the formation of the World Veterans Federation, created in 1950 and today representing 17 million veterans in 22 countries. The WVF, which has just completed its Fourth General Assembly at The Hague, is dedicated to "peace with freedom" and carries on an extensive program in the field of rehabilitation of disabled veterans.

PRACTICES DEMOCRACY

AVC has given more than lip service to democracy. All its chapters are non-segregated, including those in the deep South. It has supported civil rights legislation, FEPC, anti-lynching, anti-poll tax, and anti-segregation legislation. It has vigorously attacked Senator Joseph McCarthy for his "guilt by accusation" tactics.

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'Cleaned House' by Democratic Means

The organization ridded itself of communists and fascists by democratic methods: hearings were held to determine whether certain individuals could, in view of their records, honestly subscribe to the AVC's Statement of Intentions. Many could not, and were banned from the organization. The decisions of these hearings were appealed to the state courts and AVC was upheld in the dismissals. Few, if any, other organizations, have accomplished this signal victory by democratic means. Today, AVC's constitution prohibits membership of fascists and communists..

In the early post-war years, AVC spearheaded the long-running fight to hold the line on rent and price controls. An AVC sponsored housing conference in Washington rallied public support behind the Taft-Ellender-Wagner housing bill. AVC opposed the Taft-Hartley Act.

On the international front, AVC has supported the Marshall Plan, the North Atlantic Treaty, international control of atomic energy, the Point Four Program and world federalism. The organization strongly backed UN resistance to Communist aggression in Korea.

Prepared 'CREDO' for PUBLIC EMPLOYEES

AVC has called repeatedly for higher standards among public officials and has prepared the "Credo of a Public Servant" to serve as a "Hippocratic Oath" for elected, appointed and merit system public servants.

AVC members represent all facets of American life. They include such men as President Eisenhower, Senator Paul Douglas, Congressmen Jacob K. Javits, Richard Bolling, Barratt O'Hara, and Franklin D. Roosevelt,Jr., Governor G. Mennen Williams of Michigan; Robert R. Nathan, economist, Bill Mauldin, cartoonist, E.J. Kahn,Jr. New Yorker writer, Ronald Reagan, actor; and many others.

National chairmen have been Charles Bolte in 1946, Chat Paterson in 1947, Gilbert Harrison in 1948 and Michael Straight from 1949 to 1952. The

(more)

current National Chairman is Curtis Campaigne, Jr., Montclair, N.J. attorney, who has just been appointed Executive Director of the World Veterans Fund, financial arm of the World Veterans Federation.

Objectives of AVC are best stated in the preamble to its constitution:

"We, as veterans of the Second World War, the Korean Conflict, and World War I, associate ourselves regardless of national origin, creed or color for the following purposes:

"To preserve the Constitution of the United States; to insure the rights of free speech, free press, free worship, free assembly, and free elections; to provide through social and economic security to all; to maintain full production and full employment in our country under a system of private enterprise in which business, labor, agriculture and government cooperate; to promote peace and good will among all nations and all peoples; to support active participation of this Nation in the United Nations and other world organizations whose purposes are to improve the cultural, commercial and social relations of all peoples; to provide such aid to disabled veterans as will enable them to maintain the position in society to which they are entitled; to provide such financial, medical, vocational, and educational assistance to all veterans as is necessary for complete readjustment to civilian life; to resist and defeat all attempts to create strife between veterans and non-veterans; and to foster democracy. We dedicate ourselves to these aims, and for their attainment establish this constitution."

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PRELIMINARY
DRAFT
AGENDA

AMERICAN VETERANS COMMITTEE

SEVENTH NATIONAL CONVENTION

December 4th, 5th, and 6th, 1953

PRESIDENT HOTEL
Atlantic City N.J.

FRIDAY, DECEMBER 4th

AFTERNOON	4:00 P.M.	Registration Opens - Mezzanine Floor.
	5:00 P.M.	National Planning Committee Meeting- Penthouse Suite
EVENING	7:00 P.M.	FIRST PLENARY SESSION - Marine Room - for amendment of convention rules
	8:00 P.M.	Committee Sessions International Affairs - Mirror Room National Affairs - Marine Room Veterans Affairs - Penthouse Committee on Constitution & Internal Affairs -
	11:00 PM.	Tenth Anniversary Jamboree - Around-The-World-Room

SATURRDAY, DECEMBER 5th

MORNING	9:30 A.M.	SECOND PLENARY SESSION - Marine Room Opening of Convention: Michael Straight, Convention Chairman Invocation - Report of Credentials Committee Adoption of Convention Agenda Annual Report: Curtis Campaigne,Jr. Natl.Chairman Constitutional Amendments and Resolutions on Internal Affairs
AFTERNOON	1:30 P.M.	THIRD PLENARY SESSION - Marine Room Invocation - Platforms
EVENING	7:30 P.M.	Tenth Anniversary Cocktail Party - Mazzanine
	8:00 P.M.	Convention Banquet - Mirror Room
	11:00 P.M.	Nominating Committee - Marine Room

SUNDAY, DECEMBER 6th

MORNING	9:30 A.M.	FOURTH PLENARY SESSION - Marine Room Election of National Officers Unfinished Business Announcements Adjournment of Seventh National Convention
AFTERNOON	2:00 P.M.	National Planning Committee Meeting -Penthouse Suite

EDWARD R. MURROW
485 Madison Avenue
New York, New York

SM
Brewer, Cmdr
Loren

December 18, 1953

Dear Commander Brewer:

Thank you for your letter of November 30. I regret that your Legion post feels that we departed from the practice of objectivity in our report on Indianapolis. The editing of film on a report of this kind is exceedingly difficult and I can only say that we did not consciously do violence to the truth. You may be interested to know that the rather considerable volume of mail we received as a result of this program did not reflect the criticisms contained in your letter.

No one is more aware than I am of the difficulties involved in presenting a picture of a local situation which will be factual and balanced in all respects. We tried. I assume your final question is rhetorical. As a reporter, I am not obligated to choose between the Legion and the ACLU. I have many friends in both organizations and I am disposed to think both serve a useful function, but in this particular case, my duty as I see it was to present as accurately as I could the positions taken by the two organizations. This we tried to do and I am sorry you think we failed.

I would much rather be called objective than brilliant or successful, and I hope that subsequent programs may do something to restore your obviously diminished confidence in my objectivity.

Sincerely yours,

Commander Loren Brewer
88 Maxwell Road
Indianapolis, Indiana

dc: Robert C. McDermond

INDIANAPOLIS POST

THE AMERICAN LEGION — DEPARTMENT OF INDIANA

INDIANAPOLIS

November 30, 1953

Mr. Edward R. Murrow
c/o C.B.S.
485 Madison Avenue
New York City, New York

Dear Mr. Murrow:

Our Legion Post was quite disturbed over your program last Tuesday night. On several occasions many of us have been informed "listen to Edward R. Murrow, he's objective." But after viewing your Indianapolis report it gives us cause to wonder.

Far from being factual, your report seemed to be slanted and sprinkled with innuendos apparently designed to influence public reaction. You made it appear that Indianapolis would countenance a "town hall meeting" only under duress.

You injected politics into the issue when really politics were not involved.

You distorted the position taken by the Indianapolis Times by calling it a Republican paper and by not revealing its editorial views on the subject.

You failed to mention Arthur Garfield Hay's background and the imposing anti-Americanism record compiled by ACLU's founder - Baldwin.

You made it appear that this was purely a struggle between free, loyal and patriotic Americans seeking the right of self-expression and being denied it by a group of determined, partisan Legionaires.

We ask you, is this your pattern of factual reporting or did you just slip up on the Indianapolis job?

And we would further like to ask you: if you had to make a choice between the Legion and ACLU as to which organization better serves the public interest, which one would you take?

Sincerely yours,

Loren Brewer

Loren Brewer, Commander
88 Maxwell Rd., Indianapolis, Ind.

Robert C. McDermond

Robert C. McDermond, Adjutant
3233 N. Pennsylvania, Indianapolis, Ind.

"The Oldest Post in the World"

SDR
Dice, Marguerite

December 17, 1953

Dear Miss Dice:

Thank you for your thoughtful letter of November 28th. With reference to your remarks concerning the SEE IT NOW program of November 24th, most of the communications we received indicated that our viewers thought we had done an impartial presentation of the situation as it existed. I would like to take this opportunity to thank you again for the participation in the program and all the cooperation you gave us.

I wish that time permitted my discussing with you at length the other matters you raise in your letter, but since I am leaving for Korea tomorrow night it is not possible for me to write more at the moment.

Sincerely yours,

Miss Marguerite Dice
3650 Washington Boulevard
Indianapolis 5, Indiana

rh

3650 WASHINGTON BOULEVARD
INDIANAPOLIS 5, INDIANA

November,28,1953

Mr.Edward R.Morrow
% CBS News
485 Madison Ave.,
New York 22,N.Y.

7.7

Dear Mr.Murrow:

The CBS Radio and Television Station has called for my opinion of your television program,SEE IT NOW,given Tuesday evening,Nov.24,1953. I told the man who called me that I intended to write you about it.

I must say,Mr.Murrow, that I think it was definitely slanted in favor of The American Civil Liberties Union. This was evident by the fact that the two persons who were given the longest time on this program(one at the beginning and one at the end(both of which are strategic parts of any program) were Mr. Rowland Allen and the priest, who were speaking in favor of the ACLU. They stamped the program. As to my own part of the program, I had very little time to prepare for it and no time on the program was specified for me. I was as brief as possible, but you saw fit to cut out my last sentence entirely which was short but I felt very much to the point I was making. Since then I have thought of many other things I could have said! Since you evidently made this trip out to Indiana in the spirit of a crusader to rescue the civil liberties of our citizens which were in danger of being completely lost due to the activities of the American Legion and one of members of our Text-books Commission, let me give you now a few of the points I was unable to make on my appearance on your program.

Since we have a statute on the books in Indiana originally put there in 1935;but never enforced(due to the activities of at least one of the members of the new chapter here of the Civil Liberties Union)until by the efforts of the women citizenry in 1940, which takes the Communist Party off of the State Ballot and thus virtually out-laws it as a political party,it would be very unseemly,to say the least, for any building erected by the State of Indiana, to open its doors to an organization that welcomes Communists to its membership. Such a meeting, I am sure, could

3650 WASHINGTON BOULEVARD
INDIANAPOLIS 5, INDIANA

be legally challenged.

However, since there is no law yet, which specifically denies the members of a group which desires and purposes to overthrow our government by force and violence as well as by infiltration, to hold meetings whenever they can find a place, I maintain there is no infringement of the civil liberties even of Communists. When I was active in connection with The Minute Women U.S.A.Inc. I found churches that preferred not to have us meet in them although there could be no charge made against our patriotic purposes. It never occurred to me that they were depriving us of any civil liberties. The owners of church property had their rights too. And I read in the papers that the Catholic Bishop of Indianapolis intends hereafter to exercise them.

It seems a strange thing that Mr.Rowland Allen, a trusted employee of the L.S.Ayres Department Store (I say trusted because he has been there many years) did not think of the comfortable and adequate auditorium in the Ayres store which would have taken care of all that wished to attend the meeting. The store is open one evening a week so that for an evening meeting this would have been perfect. Certainly the management of the store would have granted the request of such an old employee and it is possible they may even be in sympathy with his ideas. I wonder why that did not occur to him. It would have saved you an arduous and, to my mind, completely futile trip. You don't think it possible (do you?) that the Civil Liberties Union wanted to be refused by the War Memorial, by the Knights of Columbus and by various churches in order to show how they are persecuted in Indiana?

At this point, let me digress to say a few words about your radio talk on Robin Hood. First of all I must admit I have never been one of your fans. I never could get interested in your style; and as your program has heretofore been at the same time as a broadcast that I have preferred, I have never listened to you regularly until recently. Then I heard your summary after the election of Eisenhower and I thought I had never heard anything better of its kind. It was wise and fair and well balanced. I decided I would listen to you when I could. In the shake-up of programs (radio) this fall I found that I could easily, and without the sacrifice of any other program, listen to you regularly. But again I was disappointed in the substance of what you gave. You avoided topics in which I was especially interested. I did not like your approach to questions or your con-

3650 WASHINGTON BOULEVARD
INDIANAPOLIS 5, INDIANA

clusions. Then came your broadcast on Mrs.White which distorted completely the news I had read of the incident. She did not ban the story from the reading of children. I have just called her and she said she did not ban the story even for text-books --the newspaper accounts were distorted. She had found that the version of Robin Hood offered by the text-books was written by a Communist writer. As she knows now, that they do nothing by accident,she assumed and she had reason to suspect that something lay back of that. She is a young woman,Mr.Murrow, with 4 children and she became interested in the things that were happening to their test-books. If you haven't investigated this subject,please do so before you make another such attack-in the interest of fair play. I am an old opponent of Communism. I know their tactics and I know what they are trying to do to the thinking of our teachers and our children. It is not a pretty story. Your flippant,ironic broadcast took none of this into account. You were trying to preserve the tradition of the old English tale. Tell me, Mr. Murrow, when did you first read it? Did you attend public school? Was it in your old readers in the grades up to the 7th? Or was it in High School or college? Was it from some library, or was it a gift? No one in Indiana presumes to ban any natural by which you were caught by the story. But we do expect our children to be taught to read in our public schools from text-books that will inspire them and teach them right modes of thinking and action. And we do not expect to leave to the Communists the choice of books, the re-writing of old stories or the kind of interpretation the teachers will give. Now if this be treason to your ideas of civil liberty, make the most of it!

It is a little strange, is it not? that the ACLU rises more often to defend Communistic organizations and individuals than any other? Since we have as our heritage in this country more civil liberties than any country I know I do not see any need of the ACLU for the protection of patriotic citizens.

Before closing I would like to express my appreciation for the efficiency, courtesy and kindness of the members of your staff, Mr.Werba et al. in taking me through my part of the program.

Very sincerely,
Marguerite Dice
Marguerite Dice(Miss)

S D N
Hays, Arthur Garfield

December 17, 1953

Dear Mr. Hays:

Many thanks for your nice letter and kind comments concerning the program we did on Civil Liberties. Judging by the mail we received, a large proportion of our viewers seem to think that we did an impartial and accurate presentation of the situation.

Thank you again for writing me.

Sincerely yours,

Mr. Arthur Garfield Hays
Hays, St. John, Abramson & Schulman
120 Broadway
New York 5, New York

rh

ARTHUR GARFIELD HAYS
T. RAYMOND ST. JOHN
WILLIAM ABRAMSON
JOHN SCHULMAN
SIDNEY STRUBLE
SEYMOUR M. HEILBRON
MORRIS SHILENSKY
JAMES R. CHERRY
HAROLD EPSTEIN
MILTON SARGOY
ELIAS MESSING
WILLIAM KLEIN, II
IRWIN KARP

HAYS, ST. JOHN, ABRAMSON & SCHULMAN

COUNSELORS AT LAW
120 BROADWAY
NEW YORK 5, N. Y.

CABLE ADDRESS "HASTHOR"
TELEPHONE DIGBY 9-4141

November 30, 1953.

Mr. Edward R.Murrow
Columbia Broadcasting System
485 Madison Avenue
New York City

My dear Mr. Murrow:

This was a magnificent civil liberties program! I take my hat off to you for the fight you are making in a sensitive field. Things like this do more to promote belief in the Bill of Rights than the activities of any of us in other media.

But I must say I was tremendously impressed by the film itself, the excellent judgment shown to present a balanced program. Certainly the editor and cutter deserve congratulations. There was so much that happened, and no doubt so much film, but it was amazing to anybody connected with the matter that such a well rounded view could be presented in half an hour.

And incidentally, let me add that by the time you got through, the American Legion crowd seemed like a bunch of storm troopers.

Congratulations, and an expression of my admiration.

Cordially yours,

Arthur Garfield Hays

AGH:THS

Martin, Harry

WFBM-TV

INDIANAPOLIS 2, INDIANA

INTER-OFFICE MEMO.

To Ed Murrow

From Harry Martin

Date Nov. 27, 1953

RE: Indianapolis "See It Now"

The enclosed statement by Roy M. Amos was delivered to me with the request that I forward it to you.

Roland Allen of Ayres (and ACLU) was lavish with his praise of the way the whole problem was handled. He felt you gave both sides a good opportunity to speak their views.

Man on the street comment here is flavored of course by the views of the individual. The Legion stand is definitely not unpopular here. (See enclosed clipping). There are some, however, who feel the Legion acted in a ridiculous manner.

Most thinking people with whom I have discussed the television program agree the subject was presented fairly.

Harry Martin

THE AMERICAN LEGION
DEPARTMENT OF INDIANA
777 N. MERIDIAN STREET
ROOM 104
INDIANAPOLIS 4, INDIANA

OFFICE OF
DEPARTMENT COMMANDER

November 25, 1953

The Indiana American Legion is glad that millions of Americans had the opportunity through Ed Murrow's program to become acquainted with the conflict of views in respect to the American Civil Liberties Union. We regret, however, that this program did not extend to the basic issues of the entire controversy insofar as The American Legion was concerned.

Never was the use of a religious building by the ACLU, or the right of these individuals to freedom of speech and assembly an issue. The American Legion is sworn to uphold those rights.

The issue was the deception which has been practiced in the past by the ACLU on good and patriotic citizens in the name of Civil Rights under which they collected defense funds used in large part for the protection of Communists, subversive aliens and native traitors.

The fact remains that the ACLU, despite its fine phrases, was originated to defend draft dodgers in World War I, and that it has a consistent record of protecting Communists and subversives. To have permitted such a group to use the Indiana World War Memorial in our opinion would desecrate that hallowed shrine, which is dedicated to those who gave their lives in defense of their country.

Roy M. Amos

ROY M. AMOS
Department Commander

Indianapolis Star 11/27/53

ACLU Pro And Con

To the Editor of The Star:

I noticed a story in The Star listing the arguments presented by the two sides in the American Civil Liberties Union controversy.

Roy Amos, of the American Legion and Merle H. Miller, ACLU spokesman, presented their arguments in a very clear and concise manner listing events and dates. Both arguments were very persuasive and gave the feeling that even though the Legion is a patriotic organization, the ACLU has done many things to prove their ideals and actions are patriotic.

It is only after you complete the article and sit back and do a little thinking that you begin to realize a completely new approach is being used by an old time organization, the ACLU. When you review Mr. Amos' points one by one you will notice that every event he accuses the ACLU, or its sponsors, of participating in was dated from 1920 right down to the present date.

Mr. Miller, of the ACLU, then presented the other side of the story. Note that in all but one case the patriotic act he cited consisted in nothing more than just protesting some action. When analyzed, this could mean that only a letter and a 3-cent stamp was spent in defending the oppressed. In only one case does he mention that they spent any of their money or did anymore than just go on record as opposing the suppression of free speech. Of the eight incidents Mr. Miller listed, all but one took place in the last twelve months.

By having their protest letters very carefully catalogued they are able to present documentary proof that they advocate free speech to all citizens no matter who they are or what they represent.

JOHN M. LESLIE
3805 North Dearborn Street.

5 2 N
McCormick, K.

November 30, 1953

Dear Ken:

Very many thanks for your nice message about last Tuesday night's SEE IT NOW. It really is a great satisfaction to be able to do a program like that once in a while; a feeling that is greatly enhanced when I receive a message such as yours.

Best regards.

Sincerely yours,

Mr. Kenneth McCormick
Doubleday & Company
575 Madison Avenue
New York, New York

rh

WU001 PD

KL NEW YORK NY NOV 27 917AME

EDWARD R MURROW,COLUMBIA BROADCASTING SYSTEM

CONGRATULATIONS ON THAT STUNNING BROADCAST LAST NIGHT. I SAW IT WITH PAT MARIN, BILL DOWNS, MAGGIE HIGGINS AND OUR WIVES. WE WERE ALL OVERWHELMED BY THE POWER YOU GENERATED IN THAT HALF HOUR AND BY THE GREAT GOOD SENSE OF FATHER GOOSENS. AGAIN CONGRATULATIONS TO YOU

KEN MCCORMICK DOUBLEDAY & CO

1006A..

RECEIVED
1953 NOV 27 AM 10:47
C.B.S. TRAFFIC DEPT. N.Y.

59n
Waller, Theodore

December 17, 1953

Dear Helen:

Many thanks for your nice letter and kind comments concerning the program we did on Civil Liberties. Judging by the mail we received, a large proportion of our viewers seem to think that we did an impartial and accurate presentation of the situation.

Thank you again for writing me.

Sincerely yours,

Mrs. Theodore Waller
Forum Director
New York Herald Tribune
230 West 41 Street
New York 36, New York

rh

F.Y.I.

NEW YORK
Herald Tribune
A European Edition is Published Daily in Paris

PEnnsylvania 6-4000 November 25, 1953 230 West 41st Street, New York 36

F.F.

Dear Ed:

I would like to write a letter of gratitude to every member of your staff who worked on your "See It Now" program last night. It was a great tribute to your own vision as well as to the potential contribution television can make to life in a democracy.

You have done many good things recently, but this was the first time I felt a real excitement about the medium as a constructive force in our society. It was a master stroke of luck that it came just before McCarthy.

Sincerely,

Helen Hiett Waller

Mrs. Theodore Waller
Forum Director

Mr. Ed Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

"SEE IT NOW"

(See)

CHRISTMAS IN KOREA

No. 1
December 28, 1952

CHRISTMAS IN KOREA

Peacetime
December 29, 1953

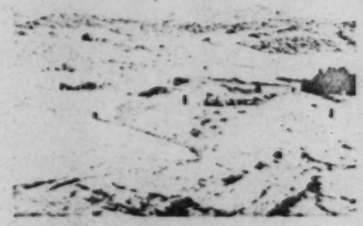
CHRISTMAS IN KOREA

DECEMBER 29, 1953

EDWARD R. MURROW: This is Korea, where a war is going on. That's a Marine, digging a hole in the ground. They dig an awful lot of holes in the ground in Korea. This is the front. Just there, no-man's-land begins, and on the ridges over there, the enemy positions can be clearly seen. In the course of the next hour we shall try to show you around Korea a bit. Now to Bill Downs.

BILL DOWNS: In Korea, the GI's have three enemies: the Communists, the weather and the hills. This is how they are combatting the latter. This is the Topeka Trail.

TRUCKS GOING UP AND DOWN TOPEKA TRAIL—BULLDOZER PUSHING EARTH AROUND.



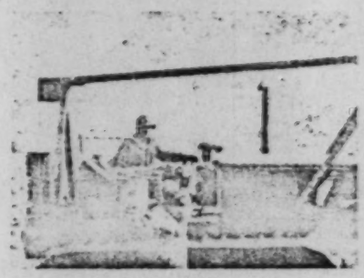
DOWNS [SHOUTING TO BULLDOZER OPERATOR]: What is your name?

WILLIAM FOX: William Fox. Herrin, Illinois.

DOWNS: What outfit?

FOX: 378th Combat Engineers Battalion. People have heard about the Burma Road, but you're going to hear of the Topeka Trail before this is over.

DOWNS: I understand one of these things got out from under you not very many days ago.



FOX: Yes, sir.

DOWNS: What happened?

FOX: I got blew off the cliff.

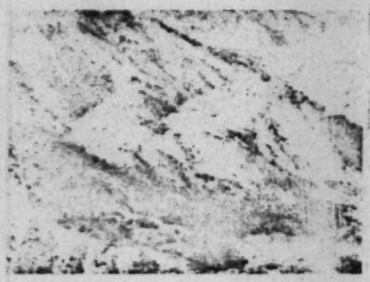
DOWNS: Oh, you did? Get hurt?

FOX: I didn't, no sir.

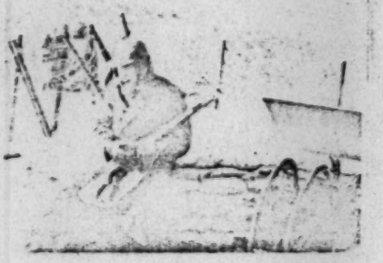
ROBERT PIERPOINT: This is Bob Pierpoint speaking to you from a Marine outpost on the Western front. I'd like to show you some of the terrain here that the Marines are defending in this particular area. First of all, directly behind us is no-man's-land. Our patrol sometimes makes contact with enemy patrols right in no-man's-land, down there in the rice paddies. Usually they move across no-man's-land to Hill Yoke, which is directly in front of us now. Yoke is the rather gray ridge line that you see, the closest one with a little snow on top. That is enemy territory.

ROBINSON: Well, it's pretty cold in the night, sir.
MURROW: Been getting much incoming fire?
ROBINSON: Not up here, sir.
MURROW: Good ridge, eh?
ROBINSON: Yes, sir.
MURROW: You like it?
ROBINSON: Well, if you've gotta be up here . . . [LAUGHTER.]
MURROW: If you have to be on one, this one's all right. Is that it?
ROBINSON: Yes, sir.

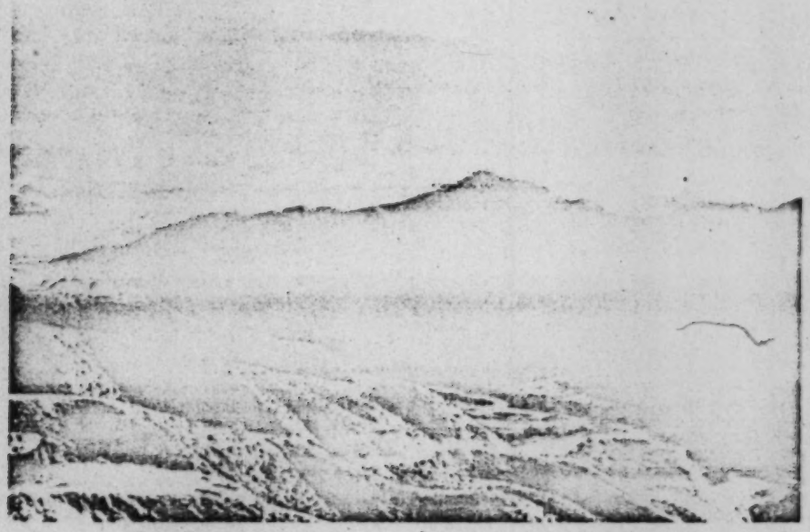
ANNOUNCER: *"See It Now," originating in Korea, continues immediately after this pause for station identification.*



MURROW: [FROM LIAISON PLANE]: This is Korea, a country that stands on edge. A boy down on the ground, who was just back from the front, said we might take some pictures up here and send them back home as a Christmas card, and that's what we've been trying to do. We are flying just behind our artillery positions. We are not permitted to photograph in advance of that line, but it really doesn't matter because most of these hills look alike, and they stretch all the way from Pusan up to the front. They are very much the same sort of hills, whether it happens to be Heartbreak Ridge, Triangle, Pork Chop, Papasan —they all are different in size and shape. From the top there stretches out ahead more hills. And each one of the hills, from Pusan, or rather from the Naktong River up here, has been paid for in blood. That's an Air Force relay station.



PIERPOINT: This is CBS correspondent Bob Pierpoint. We're up on top of a mountain, high in the mountains of Korea. I can't tell you exactly where, but we're with a radio relay team of the Air Force. These boys live up here on their lonesome spot and maintain communications for the Air Force around through Korea between the various ground units. Now let's go down into barracks down here, where it is a little warmer, and find out how they like this job. Say, how do you Air Force men feel about being stationed on a ground unit on top of a mountain in the middle of nowhere?
AIRMAN: Well, up here on this mountain, gosh darn it, all you can get up to see is mountains. [LAUGHTER.]
PIERPOINT: You guys get your mail up here pretty regularly?
AIRMEN [VOICES TOGETHER]: Yes.
PIERPOINT: How about Christmas mail? Did that get here in time?



Then just to the right of Yoke—Hill 66. We send our patrols to feel out their defenses on Hill 66 at night. Behind Hill 66 is a strong enemy fortress known as Tai Dok San. It's that long ridge line that you see almost the farthest away—very well defended by the enemy. It's their commanding terrain feature in this area. If you follow the end of Tai Dok San, off to our right, just below it, you can see a very small portion of the top of Bunker Hill. Bunker Hill is now known as the sandiest beach in Korea, because it has been so heavily pounded by artillery and air strikes.

PIERPOINT: Why don't you fellows, first of all, just introduce yourselves?

PFC. DUVAL: My name is Pfc. Duval, Central Falls, Rhode Island.

PFC. HENDRICKSON: I'm Pfc. Hendrickson, Cedar Rapids, Iowa.

PIERPOINT: What do you think of this war?

HENDRICKSON [PAUSE]: Can't see the sense of it.

PIERPOINT: You can't.

HENDRICKSON: No.

PIERPOINT: Think we can win it?

HENDRICKSON: Sure we can win it.

PIERPOINT: Think we can go up the Yalu?

HENDRICKSON: Believe we could.

PIERPOINT: What do you think?

DUVAL: I believe we could, too.

PIERPOINT: How would you like to be one of the first mortar platoons up there?

DUVAL: I wouldn't mind it too much.

HENDRICKSON: Be all right with me. We probably would anyway.

PIERPOINT: You probably would at that. Well, what do you think would happen when we get up there?

HENDRICKSON [PAUSE]: I don't know. Not much, I guess.

PIERPOINT: There would still be Chinese on the other side?

HENDRICKSON: Yes. That's right.

DUVAL: That's right. Still be Communists.

PIERPOINT: Then what's the use of going up there?

HENDRICKSON: Change of scenery. [LAUGHTER.]

PIERPOINT: Just getting bored with this around here. Are you married?

HENDRICKSON: Yes, I am.

PIERPOINT: Have you a family?

HENDRICKSON: Well, a wife.

PIERPOINT: Would you like to say something to her?

HENDRICKSON: Well, I would.

PIERPOINT: All right. There is the wife right there. [POINTS TO CAMERA] Talk to her.

HENDRICKSON: Hi, honey.

MURROW: We are on the Marine section of the front again. This is a battery of 105s, six guns in all, or tubes, as the gunners call them. They are going to do some firing now because they just had a big shoot; and out in the target area, a distance of about seven thousand yards, they got a very satisfactory secondary explosion, so they are going to lay the six 105s on that target again right now.

STAFF SERGEANT FORD: Number 1 . . . three rounds . . . charge five . . . charge six . . . correction, 3,1,4,2.

GUNNER: Correction, 3,1,4,2.

FORD: Left side, 2,9,7.

GUNNER: Left side, 2,9,7.

FORD: Elevation, 4,1,3.

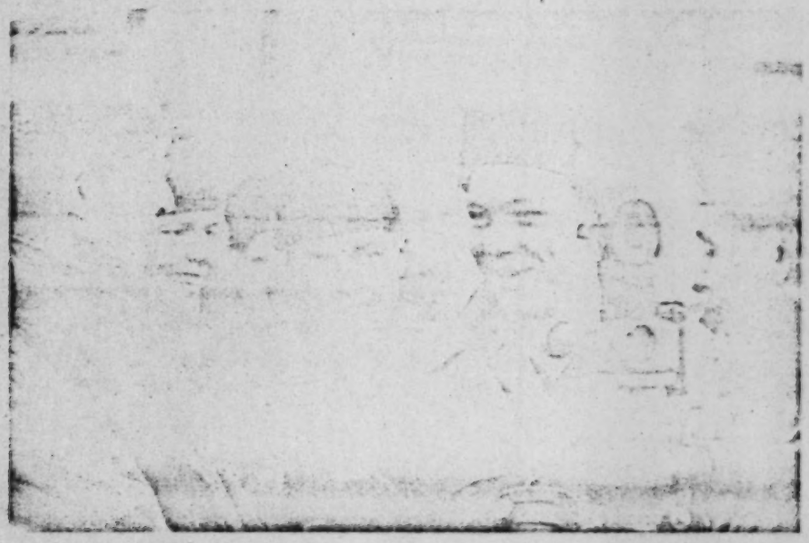
GUNNER: Elevation, 4,1,3.

FORD: Stand by. Fire!

[FIRING OF GUNS.]

MURROW: They tell me that this gun is called "Baby." Who named it anyway? [GENERAL LAUGHTER.] What about it?

FORD: Well, sir, it was me, sir. Section chief.



MURROW: What is your name, Sergeant?
FORD: Staff Sergeant Ford, sir. Milton Joseph Ford, to be exact.
MURROW: Milton Joseph?
FORD: That's right, sir.
MURROW: And no laugh. You must really have discipline. [LAUGHTER.] Have you got your Christmas presents all right?
FORD: Yes, sir. I'm waiting now on about five more.
MURROW: About five more. Heard from your girl?
FORD: Yes, sir!
MURROW: Good! Tell me, where are you fellows from? Where's your home?
MARINE: Rhode Island.
MURROW: Rhode Island? What part?
MARINE: Pawtucket.
MURROW: And yours?
SECOND MARINE: Brooklyn, New York.
THIRD MARINE: Utica, New York.
FOURTH MARINE: Hampton, Virginia.
FIFTH MARINE: Pittsburgh, Pennsylvania.
MURROW: Pittsburgh, Pennsylvania. Coal miner?
FIFTH MARINE: Yes, sir. [LAUGHTER.]
MURROW: Where's the farmer?
MARINE: Well, I should say he *was* a farmer.
MURROW: *Was* a farmer. How big a farm?
MARINE: Approximately fourteen hundred acres.
MURROW: Where?
MARINE: In Illinois.
MURROW: Who is taking care of the farm now?

MARINE: Pop's taking care of it.

MURROW: Pop's taking care of it?

MARINE: Pop and the little brothers.

MURROW: I'll bet Pop is eager for you to get home and do a little work.

MARINE: Well, I don't know if he'll get much work done. [LAUGHTER.]

MURROW: You got any Christmas presents?

ANOTHER MARINE: Not yet, sir.

MURROW: What would you fellows like to be doing if you were home right now? [LAUGHTER.]

MARINE: Are you kidding? [MUCH LAUGHTER.]

MURROW: What about it?

FORD: Well, I'll be frank. I'd like to be sitting in a car with my girl friend right now. [GENERAL LAUGHTER.]

MURROW: Who's the man first to be released from here? Who's got his points coming up first?

MARINE: Here he is. Corporal Black.

MURROW: How long do you have to go, Corporal?

CORPORAL BLACK: Well, I've got two months to go—if I stay here twelve months.

MURROW: Are you counting it by months or days?

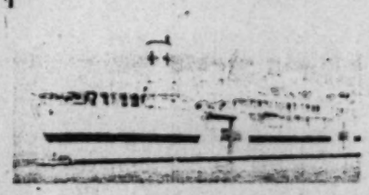
BLACK: I'm counting it by hours. [GENERAL LAUGHTER.] Never get home soon enough.

MURROW: Well, Merry Christmas to all of you fellows, and thanks very much indeed.

VOICES: Same to you.

Merry Christmas to you, too.

MURROW: Right. Now over to Ed Scott.



SCOTT: We are standing on the flight deck of the U.S.S. Consolation in waters off Korea. We are waiting for a helicopter to land on the flight deck with patients direct from the front.

[HELICOPTER APPROACHES AND LANDS ON FLIGHT DECK. PATIENTS UNLOADED AND CARRIED BELOW ON STRETCHERS.]

SCOTT: We've dropped down here into Ward 3C of the Consolation to talk with some of these fellows who have been brought back from the front by helicopter. Hi ya, boy. How are you feeling?

PATIENT: Pretty good, sir.

SCOTT: Pretty good?

PATIENT: Yes, sir.

SCOTT: That's fine. What is your name?

PATIENT: Terry Goulis —— [INDISTINGUISHABLE.]

SCOTT: And where are you from?

PATIENT: California. El Monte.

SCOTT: California. Where?

PATIENT: California. El Monte.

SCOTT: Uh-huh. Where did you get it? Can you tell us a little bit about what happened?

PATIENT: MOR—building a bunker [P.A. SYSTEM INTERRUPTS] incoming mortar . . .

SCOTT: MOR—building a bunker, eh? How long have you been in? I mean, when did you go into the service?

PATIENT: March 16, sir. Fifty-two.

SCOTT: Fifty-two. How long have you been over here?

PATIENT: Four months.

SCOTT: Four months, eh?

PATIENT: Yes, sir.

SCOTT: You got anything you want to say about this war?

PATIENT: Wish it was over a long time ago.

SCOTT: Can you speak up a little bit?

PATIENT: Wish it was over a long time ago.

SCOTT: Have you got any message you want to send back home, to your folks or wife?

PATIENT: Send it to my mom and dad. Send it to my mom and my dad and everybody back home.

SCOTT: Say hello to them for you? You bet. You'll be all right, fella. Now, take care.

PATIENT: Thanks.

SCOTT: You bet. So long. This has been the picture from a hospital ship, somewhere off Korea.

[SINGING

[SINGING OF "ROTATION BLUES" BY THREE SOLDIERS.]

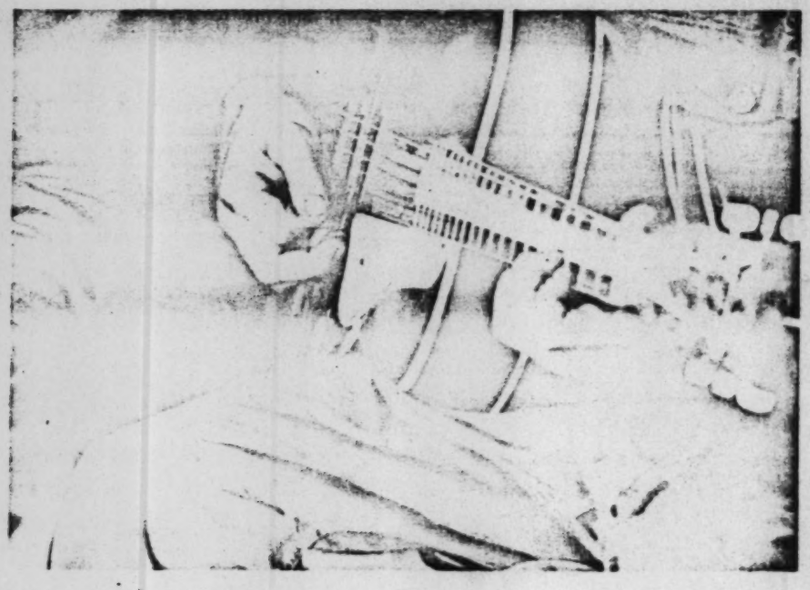
I'm a lonely soldier,
Sitting here in Korea.
I'm a lonely soldier,
Sitting here in Korea.
With the rotation coming,
What have I got to fear?

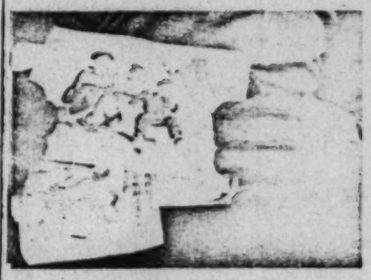
Well, I'm a lonely soldier,
Sitting here in Korea.
I'm a lonely soldier,
Sitting here in Korea.
With the rotation coming,
What have I got to fear?

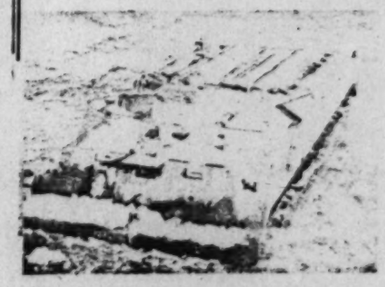
I got the Ro-ro-ta-tion Blues.

This rain in Korea
Sure is cold and wet.
This rain in Korea
Sure is cold and wet.
These rotation papers
Sure are hard to get.

I got the Ro-ro-ta-tation Blues.







[JOE WERSHBA IN AIRPLANE TALKING OVER VOICES OF TWO KOREAN GIRLS BROADCASTING IN KOREAN.]

JOSEPH WERSHBA: This is Wershba. We are on a C47. We're going over enemy territory. This plane is the Psychological Warfare plane. The two women you see, two young Korean girls, are broadcasting from this plane through a loud-speaker in the belly of the plane and that message is being heard down below. In front of me is a pile of leaflets, leaflets which say: "Bring this leaflet in and you will be given safe passage. Signed General Mark Clark." In other words, leaflets designed to destroy the will to resist.

[KOREAN GIRL SPEAKS IN KOREAN OVER LOUD-SPEAKER.]

This operation is the actual throwing out of the leaflets. You will notice he pulled a pin there. There is an actual fuse operation on this thing—and there they go. I'm sorry we can't follow them. I have a few of those leaflets in my hand that we can show you: safe-conduct passes for the enemy, if they want to surrender, signs, little post-card things, showing how the Russians and the Chinese Communists are pushing the North Koreans into war when the North Koreans don't want to go—and typical anti-North Korean propaganda, but designed to make it easier for the North Koreans to want to quit. From time to time when the girls have stopped talking, sometimes they sing, and today in the Christmas spirit they have been singing "Silent Night." I wonder if you could do it again—you, Kim. Give us "Silent Night," huh? Sing. Okay?

[KOREAN GIRLS SING "SILENT NIGHT" IN KOREAN.]

And now over to Ed Murrow.

MURROW: That's the Spoonbill Bridge across the Imjin River. In Korea, rivers and hills seem to be the two things that are important, both of them making fine defensive lines. The Spoonbill Bridge is actually an underwater bridge. It was designed that way because during flood period the water will be twenty feet above the level of that bridge, and the bridge just stays there, and all the debris and logs float right over it. Down there in that Amtrack there is a boy named Kenneth Tuttleton. He comes from Dallas, Texas. And what he's doing with that Amtrack is breaking up the ice so that it doesn't crowd too hard against the piers. And we shouted down to Kenneth Tuttleton and asked him how he liked it, and he said, "I am just as happy down here as though I was a duck," and will we tell the folks in Dallas hello and Merry Christmas; so we agreed to do it.

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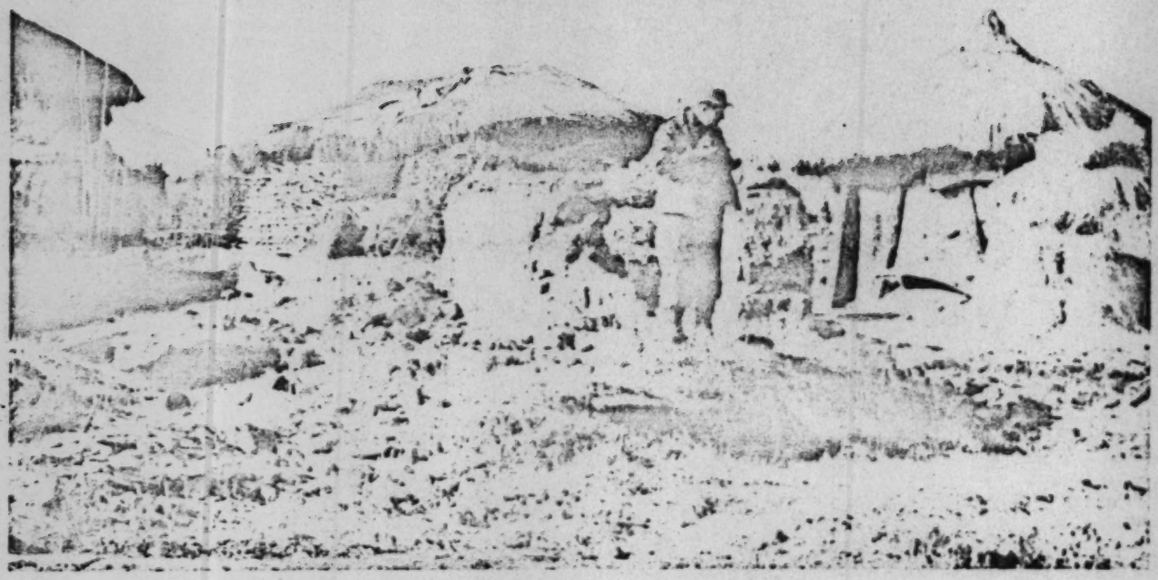
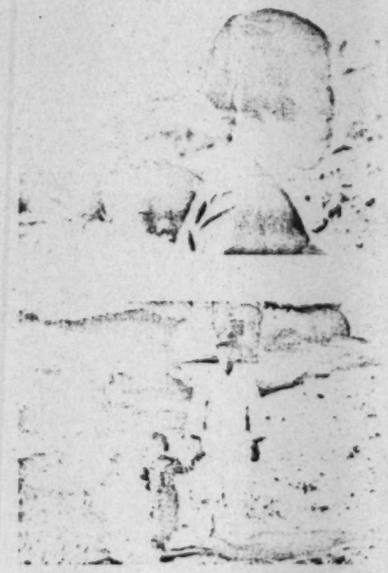


DOWNS: This is Bill Downs standing beside military supply route highway 33, Korea. This is the gateway to Korea—the main invasion route. This is what the current fighting is all about. The side that holds this route holds Seoul. Twelve miles to the north is the 38th Parallel. Twelve miles beyond that is the front. This is the Uijongbu Valley where the North Koreans came down on that fateful June 25th, a century ago it seems, and took the South Korean capital of Seoul.

This the village of Kanung-ni, at least what's left of the village after armies have fought over it four times. This was a house. People used to live there. I have seen the same picture too many times in Russia, in France, in Germany—too much broken homes, I guess; but the human animal is a pretty tough individual, whether he is German or French or Korean or Russian or Chinese or South Korean, as are these kids. He always manages to survive, and the village of Kanung-ni is surviving and coming back. This is a side of war we don't see very much of, but probably it's the most important part of all—whether or not that old man, that little girl can walk down the muddy road of their village in freedom. Now over to Larry LeSueur.



LARRY LESUEUR: Je parle francais tres mal mais vous parlez anglais tres bien. What is your name?

LOIC JAMMET: My name is Jammet.

LESUEUR: Jammet?

JAMMET: Jammet.

LESUEUR: And what part of France do you come from?

JAMMET: From Brittany. I come—from Brittany.

LESUEUR: I see. And how long has this French battalion been here?

JAMMET: Oh, now more than two years. They come in 1950. November 1950.

LESUEUR: I see. Qu'est-ce que vous pensez necessaire finir la guerre? What do you think we need to finish this war?

JAMMET: I don't see exactly how we can finish this war because it is very difficult. If we go in Manchuria, if we go in the north of Korea, we will be very near of China, and the war will not be finish. If we stay along the 38th Parallel, it will be the same thing. I think it is a good joke for the Russian, and we don't see exactly how we can finish this war. [SHRUGS AND SIGHS.]

LESUEUR: What do you think we should do?

JAMMET: I think we are obliged now to stay in Korea and fight, fight, fight. That's all. If we don't fight very well, we will lose. We will lose the face. It is terrible—we don't see exactly how we can finish the war.

LESUEUR: Why do you think we are here fighting?

JAMMET: We are fighting—we are fighting for liberté and for the liberté of all the people—the people who want to keep this liberté. The French like liberté.

LESUEUR: Merci beaucoup et Joyeux Noel.

JAMMET: Thank you very much.

PIERPOINT: Attached to the Seventh Infantry Division here in Korea is the famous Ethiopian batallion. The Ethiopians have for many hundreds of years been Coptic Christians. Their Christmas comes just about fifteen days later than ours, on the seventh of January. They have a particular Christmas game. It is something like what we know as field hockey. It's called in Ethiopian Gunna Cha-ota. I believe that's right—and I'd like to have you take a look at some of it. It is a pretty rough game—it's good training for combat. There's the opening whistle.

[ETHIOPIAN TROOPS PLAYING GAME.]

PIERPOINT: This Ethiopian brand of field hockey is being played with homemade sticks, made of branches and a ball, actually just a knot of wood—that's all they could find here in Korea. Here it comes in this direction. [PAUSE.] That is the goal line. [SHOUTS OVER WHISTLE.] They just made a goal, and now this is the victory chant.

[ETHIOPIANS DO VICTORY CHANT IN ETHIOPIAN AND VICTORY DANCE.]

MURROW: This is Love Company of the 14th Infantry. We are losing a little light now, and it will soon be Christmas Eve, and for the next few minutes we are going to chat with a few of the boys of "L" Company. They just came in from their holes that are just on the other side of that ridge. What is your name?

PVT. BAKER: Private Richard R. Baker.

MURROW: Where are you from?

BAKER: Walpole, Massachusetts.

MURROW: How is the food up here?

BAKER: Well, it's pretty good, sir.

MURROW: Good, considering?

BAKER: Considering.

MURROW: Anything you would like to say to the people in Massachusetts?

BAKER: Well, just say I wish them all a Merry Christmas and hope to be home soon.

MURROW: We've got over here a soldier from Louisiana. Is that right?

SOLDIER: That's right.

MURROW: How long have you been up here?

SOLDIER: Been on this hill here about a week.

MURROW: What is the longest time you ever spent on one hill in this war?

SOLDIER: About fifty-six days, I believe it was.

MURROW: What was that?

SOLDIER: Heartbreak.

MURROW: Now have you got anyone in Louisiana you'd like to say something to on Christmas Eve—right into the camera there?

SOLDIER: Well, I would like to tell my mother—wish her a Merry Christmas, Happy New Year.

MURROW: Did your presents arrive yet?

SOLDIER: Yes, I've got all my presents.

MURROW: Good! Now we'll move along over here and sit on the leg of this soldier. Where's your home?

CPL. ROBINSON: Oklahoma, sir.

MURROW: Oklahoma?

ROBINSON: Yes, sir.

MURROW: What part?

ROBINSON: McLoud.

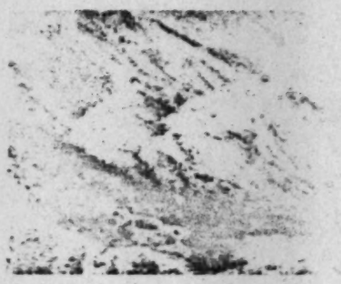
MURROW: What is your name?

ROBINSON: Corporal Robinson, sir.

MURROW: You been very cold up on this hill?

ROBINSON: Well, it's pretty cold in the night, sir.
MURROW: Been getting much incoming fire?
ROBINSON: Not up here, sir.
MURROW: Good ridge, eh?
ROBINSON: Yes, sir.
MURROW: You like it?
ROBINSON: Well, if you've gotta be up here . . . [LAUGHTER.]
MURROW: If you have to be on one, this one's all right. Is that it?
ROBINSON: Yes, sir.

ANNOUNCER: *"See It Now," originating in Korea, continues immediately after this pause for station identification.*



MURROW: [FROM LIAISON PLANE]: This is Korea, a country that stands on edge. A boy down on the ground, who was just back from the front, said we might take some pictures up here and send them back home as a Christmas card, and that's what we've been trying to do. We are flying just behind our artillery positions. We are not permitted to photograph in advance of that line, but it really doesn't matter because most of these hills look alike, and they stretch all the way from Pusan up to the front. They are very much the same sort of hills, whether it happens to be Heartbreak Ridge, Triangle, Pork Chop, Papasan —they all are different in size and shape. From the top there stretches out ahead more hills. And each one of the hills, from Pusan, or rather from the Naktong River up here, has been paid for in blood. That's an Air Force relay station.

PIERPOINT: This is CBS correspondent Bob Pierpoint. We're up on top of a mountain, high in the mountains of Korea. I can't tell you exactly where, but we're with a radio relay team of the Air Force. These boys live up here on their lonesome spot and maintain communications for the Air Force around through Korea between the various ground units. Now let's go down into barracks down here, where it is a little warmer, and find out how they like this job. Say, how do you Air Force men feel about being stationed on a ground unit on top of a mountain in the middle of nowhere?
AIRMAN: Well, up here on this mountain, gosh darn it, all you can get up to see is mountains. [LAUGHTER.]
PIERPOINT: You guys get your mail up here pretty regularly?
AIRMEN [VOICES TOGETHER]: Yes.
PIERPOINT: How about Christmas mail? Did that get here in time?

AIRMEN [GENERAL TALK]: Packages still coming in.

PIERPOINT: Hey, you know, you guys have quite a collection of gals up there. Which one would you date if you had a chance? [MUCH TALK AND LAUGHTER.]

AIRMEN: The one in the right-hand corner.

Debra Paget.

What I won't do when I go home!

Behave yourself.

That *is* a girl!

PIERPOINT: Where are you from?

AIRMAN: California.

PIERPOINT: Where are you from?

SERGEANT SMITH: I am Staff Sergeant Smith from Denver, Colorado. Smile, pardner, when you say that. I'll be coming home mo sukoshi. When I come home I'm gonna really celebrate the leaving of Korea, I mean the mountains of Korea. So, I don't have very much to say, but I will say Merry Christmas, Happy New Year.

AIRMAN SCHWARTZ: I am Airman First Class Michael Schwartz. I am from West-by-God-you-better-smile-when-you-say-that-word-Virginia. Hello, Mom. Keep the farm up, because I'll be home mo sukoshi. Don't worry about me here, 'cause it's not bad—not as bad as you think.

AIRMAN MORIARTY: I'm Airman Third Class Brendon M. Moriarty. I was born and raised in County Kerry, Ireland. I been used to mountains all my life, but it's the mountains Killarney, not the mountains of Korea. I want to wish you all a Merry Christmas. Nora, I'll be home in two hundred and ninety-two days, then we will celebrate Christmas, New Year's and St. Patrick's Day—we'll celebrate everything together. Okay, darling. Good-by.

PIERPOINT: Well, that's it from a Korean mountaintop with the Air Forces communication unit. Now over to Joe Wershba.

WERSHBA: Okay. This will be reel five. Rossi, LeSueur, Peden, Wershba. On the 20th, December, we are at a headquarters outfit of a British Commonwealth Brigade Unit. This is a ridge line on the Korean front just about the closest anyone can get to the battle without actually being within the battle.

LIEUTENANT COLONEL SHAW: I'm Colonel Shaw of the headquarters of the British Commonwealth Division. I welcome this opportunity to show you something of the part of the Korean battle front which is occupied by the British—British forces in

the Commonwealth Division.

As I am speaking, our rear artillery are firing harassing rounds into the Chinese lines. Our forces occupy the hilltops in the foreground, and the hills in the distance are in Chinese territory. We have just had a small fall of snow, and it's pretty cold up here. 'Way out to the left, down in the valley, you can probably pick out the frozen paddy fields in this deserted countryside.

It's a very queer sort of war we are fighting here. By day we occupy the hilltops and the Chinaman does the same thing. You won't see much movement. But the real war begins at night. At night the positions are manned, fully manned, and patrols go out and play a game of hide-and-seek amongst the scattered mine fields in the valleys of no-man's-land, and it's a grim game for these patrols. Every night they go out. By day, most of the soldiers get their sleep and only a few sentries are left on duty.

SCOTCHMAN: I'm Roland Adamson. Black Watch Royal Highland Regiment. Come from Fyfeshire, Scotland.

NEW ZEALANDER: I am Doug Dudfield of the 16th New Zealand Field Regiment. I come from Southland, New Zealand.

AUSTRALIAN: I am Pat Humphries of the Royal Australian Regiment and come from New South Wales, Australia.

SECOND AUSTRALIAN: Well, the kick-off, when you get up the line, you're a bit nervous—really get a bit frightened when you get your taste of shells. And then you get that way, you're just like a human ferret—you hit the dirt, then nighttime comes around, detail you for a patrol, you go it, you're nervous. You're really shaking.

MURROW: This is just a little nostalgic Christmas music for a few million ex-GIs who remember what perforated steel paving is like and what the sound is when you let in the clutch too quickly on a jeep.

[WHEELS SPINNING ON STEEL PAVING, THEN JEEP DRIVES OFF.]

MURROW: This is Combat Ops of the Fourth Fighter Interceptor Group—F86 Sabre Jets. Everyone on the base watches this sign. Early in the morning a sign goes up—"Hava no MIGs yet"—and then when the day's operations are completed, the sign is put up showing the kill for the day. Everyone on the base watches this sign. It's the way the enlisted men and everyone else can tell how the group has done in the day's fighting against the MIGs. This count would be about average, though, for the normal day. Two destroyed, one probable and one damaged.

[PLANES TAXIING ON RUNWAY AND TAKING OFF.]

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MURROW: We will now go and meet some of the men who fly the 86s. These are Sabre Jet pilots, F86 boys. From left to right, Lieutenant James Low, age 27; Lieutenant Ira Porter, age 23; Captain Bill Lilley, age 29; and Captain Jack Maas, 28. They are sitting on the terrace, talking.

PILOTS: They're coming out now.

Down we go. No sweat.

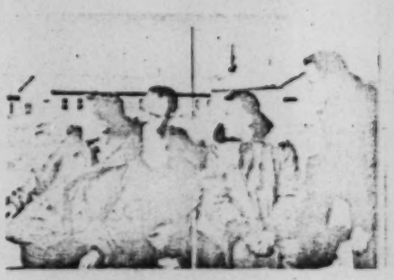
At about ten thousand feet below—ya can't miss him. They'll knock off some MIGs today, Bill. No sweat.

It will be a good day, nice and clear. Look at that visibility—about a hundred miles.

Man, I'd like to be up there today. Maybe I could hack down about two more.

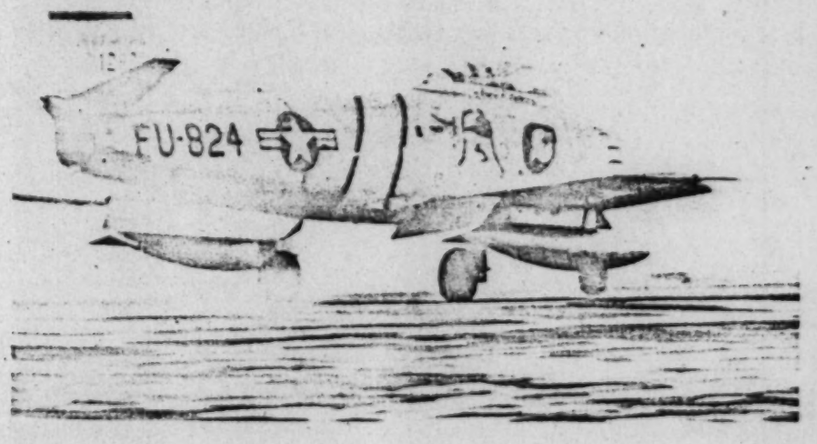
There goes the Jolly Roger out there.

Yeah. That'll be six to go.



[JET TAKES OFF.]

MURROW: These are the boys who go up where no cameraman and no reporter can go with them. Here next is Ed Scott.



SCOTT: The scene, Seoul City, right opposite the PX, where Koreans have set up their stalls to take advantage of the GIs shopping for Christmas.

[SEOUL STREET SCENES . . . GI'S AT STALLS . . . KOREAN KIDS . . . OLD MAN . . . YOUNG KOREAN BOY PLAYING "SILENT NIGHT" ON HARMONICA.]

SCOTT: Our CBS correspondent Lou Cioffi and I have moved up here to Charlie Company, a heavy-mortar outfit about one thousand yards from the front. Somewhere over the hill is Old Baldy.

[MORTAR FIRE.]

LOU CIOFFI: Tell me, what do you think about the Korean war? What do you think about your job here?

SOLDIER: Well, I don't know. I am just over here firing, that's all. [LAUGHTER.] When they holler "Fire mission," I fire a lot.

SCOTT: Tell me, how do you guys feel about this war situation?

SOLDIER: Well, I don't know. It is pretty hard for me to figure out. I tried to think of it in different ways, but I come up with the same answer—that I think it's a bunch of nonsense.

SCOTT: Harry, what do you think of this Korean war situation?

SOLDIER: Well, sir, I think we are fighting for a good cause. We either must stop Communism here or it is going to come closer to the United States, and this is the place to stop the progressiveness of the Communists.

SCOTT: You think it can be done here?

SOLDIER: Yes, I do.

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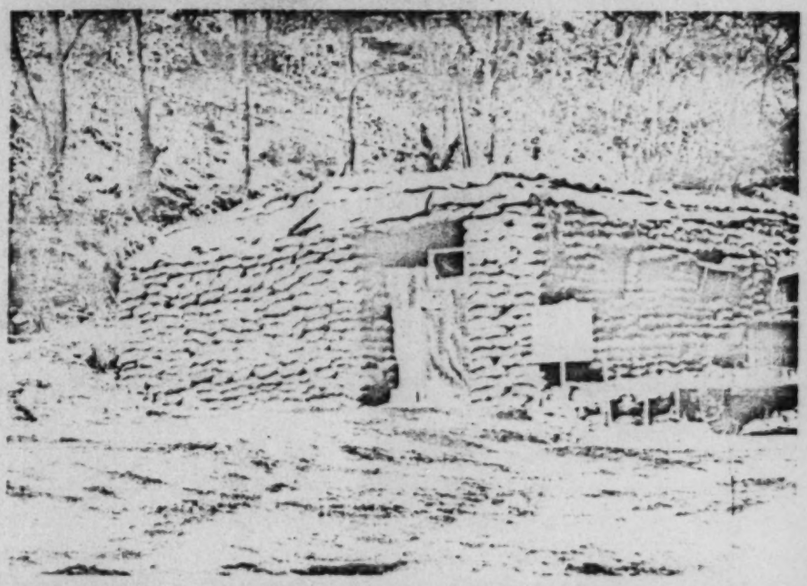
SCOTT: Well, how is it going? I mean, it seems to me that in the last eight or ten months it has been sort of solid, one spot. What are we really trying to accomplish here? Do you have any idea?

SOLDIER: Well, I believe at the present we are trying to accomplish peace without sacrificing American lives, but as we all know the Communists do not seem to want peace. They just keep stalling off.

CIOFFI: What do you think of the war?

SOLDIER: I think we should end it. If we fight strong and like we are doing now, we know that they can't—they can't conquer us. At least all we can do is fight, and hope for the best.



DOWNS: This is the 8055 Mobile Army Surgical Hospital. We are going in to talk to some of the nurses. They are American girls closest to the fighting of any woman in Korea.

CAPTAIN LORENA GOODELL: Did you hear on the radio last night that the Communists are threatening to capture Seoul by Christmas?

LIEUTENANT ALICE EMERY: Boy, there has been a lot of artillery the last few days, but I don't think that we have anything to worry about. We've got a good division up there.

GOODELL: Well, we certainly do—that's second to none.

EMERY: Second to None, the Mighty Second.

GOODELL: And then the Commonwealth Division, not too far away, also.

EMERY: The first ROKs—number one.

LIEUTENANT KATHLEEN EVANS: Lou, is this your first Christmas in Korea?

LIEUTENANT MARY LOU VONDEL: My first Christmas over here, yes.

EVANS: Where were you last Christmas?

VONDEL: Last Christmas I was in Madigan, Tacoma, Washington, never dreaming I'd be here this year. Where were you?

EVANS: I was at Valley Forge.

VONDEL: What did you do? Anything exciting?

EVANS: Oh, yes, it was quite exciting, but not like here.

VONDEL: I never thought that this year I would be taking care of casualties this close to the line.

EVANS: No, and especially about this time of the year and the type of patients we're getting in—the casualties we got in last night, today . . .

VONDEL: What happened?

EVANS: I don't know. There was an awful lot of artillery last night.

VONDEL: Sure woke *me* up.

EVANS: A bunch of Australians coming in—out on patrol, and they got clobbered this morning.

VONDEL: I thought I could sleep through anything, but last night did it.

EVANS: Well, if you're here long enough, like we should be, we're used to it.

GOODELL: This is Captain Lorena M. Goodell from Syracuse, New York, and now talking from the 8055 Mobile Army Surgical Hospital on the 38th Parallel in Korea. I'd just like to wish everyone back home a Merry Christmas and a Happy New Year.

EMERY: This is Lieutenant Alice Emery, 38th Parallel, Korea. Just want to give a little message to my husband. Hi, honey. Mighty lonely this Christmas, but I will be home next Christmas —in fact, a lot sooner than that. Just keep waiting.

EVANS: Lieutenant Kathleen Evans, 8055 MASH, 38th Parallel, Korea. Mom, thanks a lot for the packages and Merry Christmas and a Happy New Year. If you see Kay, tell her I said thanks a lot for the cookies.

VONDEL: Mary Lou Vondel, 8055 MASH, in Korea. I want to thank everyone for sending all the cards and packages to me. But I think the best news of all would be the word that my brother Eddie is doing okay.

MURROW: This is probably the only Christmas tree that we will shoot in Korea. How long have you fellows had it up?

VOICES: Oh, about three days.

MURROW: About three days. Where did you get the decorations?

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MURROW: Uh-uh. Where are you from?

CORPORAL HERBERT EDWARDS: Corporal Herbert Edwards from Provincetown, Massachusetts.

MURROW: From Provincetown, Massachusetts. You kind of had your razor on safe this morning, didn't you. [LAUGHTER.]

EDWARDS: It's okay.

MURROW: What would you like to be doing if you were in Provincetown right now?

EDWARDS: Flying—with my family.

MURROW: Uh-uh. Well, perhaps you'll—how much longer do you have to serve out here?

EDWARDS: About eleven months.

MURROW: About eleven months. Just arrived, hmm? So did I. Welcome.

EDWARDS: Yes. [LAUGHTER.]

MURROW: Your name and home town?

GENE KLINDENTZ: Gene Klindentz, Elwood City, Pennsylvania.

MURROW: How much time do you have left out here?

KLINDENTZ: Well, I got about seven more months yet.

MURROW: Your name?

OPPENHEIMER: Oppenheimer.

MURROW: And from where?

OPPENHEIMER: Miami, Florida.

MURROW: Miami. Oh—what do you think of the weather here?

OPPENHEIMER: Well, it's white.

MURROW: It's just like Florida, though, almost, isn't it?

OPPENHEIMER: No, this is the first white Christmas I've seen.

MURROW: Uh-uh. How much time do you have left to serve out here?

OPPENHEIMER: One hundred and seven days, I hope.

MURROW: One hundred and seven. How many minutes?

OPPENHEIMER: Haven't figured that up yet.

MURROW: What would you like to be doing if you were in Florida right now?

OPPENHEIMER: I think I would like to be out on the Keys.

MURROW: Right.

STANLEY LEE: Stanley Lee, Oakland, California.

MURROW: Any of your presents reach you yet?

LEE: Yes, they have.

MURROW: What's the best one so far?

LEE: Box of cigars.

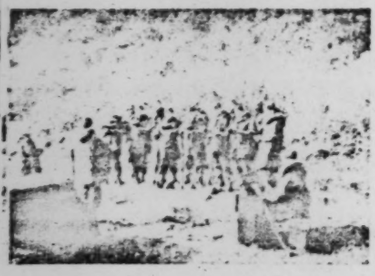
MURROW: Box of cigars. [LAUGHTER.]

[CHAPLAIN AND MEN: MEN SINGING "ADESTE FIDELIS" . . . SOUNDS OF PLANES OVERHEAD.]

O come, all ye faithful,
Joyful and triumphant,
O come ye, O come ye
To Bethlehem!
Come and behold Him,
Born the King of angels!
O come, let us adore Him,
O come, let us adore Him,
O come, let us adore Him,
Christ the Lord!

CHAPLAIN: Let us bow our heads in prayer.

Our Father, which art in heaven, we are grateful for the opportunity of gathering together this Christmas morning to worship Thee. We thank Thee for the birth and mission of Jesus Christ; the hope which it gives us in this life, and the world to come, and this morning we pray for Thy spirit to be with us. [REST OF [PRAYER DROWNED OUT BY PLANES.] In the name of Thy Son, Jesus Christ, we ask Thee for Thy blessing. Amen.



Joy to the world!
The Lord is come!
Let earth receive her King;
Let every heart
Prepare Him room,
And heaven and nature sing,
And heaven and nature sing,
And heaven, and heaven and nature sing.

[KOREAN PL

[MAIL CAL
SERGEANT
VALDEZ: Y
NEWMAN:
THOMPSON
VOICES: H
NEWMAN:
MCALLIST
NEWMAN:
MACBRIAN

NEWMAN
MACBRIA
NEWMAN

MURROW:
Panmun
mail sa
and the
preter

[KOREAN PLATOON SINGS KOREAN ARMY MARCHING SONG.]

[MAIL CALL . . . MEN CLAIM PACKAGES WHEN NAME IS CALLED.]

SERGEANT BRUCE NEWMAN: Valdez.

VALDEZ: Yo! Here!

NEWMAN: Thompson.

THOMPSON: That's me.

VOICES: Hey—oh, boy! This is going to go good with the beer.

NEWMAN: McAllister.

MCALLISTER: Here.

NEWMAN: MacBrian.

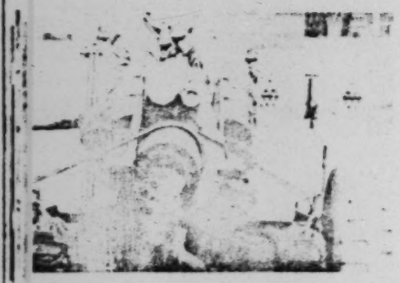
MACBRIAN: Here you go, Johnny.

NEWMAN: Wait a minute. This is the other platoon.

MACBRIAN: Aw, hell.

NEWMAN: That's all for this platoon.

MURROW: A few minutes ago an American jeep pulled up here in Panmunjom. Two MPs got out of it carrying two orange-colored mail sacks and they walked into a small tent, the control point, and then they came out, and then there was a wait. The interpreter went over to the North Koreans and said, "We are ready



for the mail exchange," and then there was more delay and still more delay. And finally a young North Korean second lieutenant stalked over, went into the tent, where he signed the papers, and two Korean troops carried those orange-colored mail bags back across the road to the little hut that the North Koreans occupied, and then in about twenty seconds they came back with the empty sacks. No one here knows what happens to the mail. There were about 3,600 pieces. One of the GIs said they probably just dump it out behind and burn it, but we don't in fact know what happens to it. But as those bags went across the road, one could not help thinking of the messages, the small packages that were probably intended to reach our prisoners of war somewhere up north behind those hard, cold hills.

[KOREANS CLEANING GUNS.]

SERGEANT PAUL DARCY [GIVING ORDERS TO GUN CREW:] Fifteen gun . . . ABC . . . hubba hubba . . . washee washee . . . this is number ten.

BAK JIN AUT: Okay.

[CLEANING OF GUNS BY KOREAN CIVILIANS DRESSED LIKE SOLDIERS.]

KOREANS [PULLING HEMP ACROSS AND CLEANING BARREL]: Tsing Ho! [SHOUTING.] Tsing Ho! Tsing Ho!

BERNARD BALCH: My name is Bernard Balch. I am from Hillsdale, Illinois. I want to thank my mother for my radio, and I can't pick up Arthur Godfrey over here, but we hear a lot of good music on it, and I appreciate it. Wish you a Merry Christmas and Happy New Year.

PFC. HENRY TEMPLE: My name is Henry J. Temple, Galveston, Texas. Hello, Mom. I received the box and the fellas say the cookies were especially good.

JOHN MARSH: John Marsh, from Baird, Nebraska. I have a small boy three months old which I haven't seen. Ethel, kiss him once for me, and a Merry Christmas.

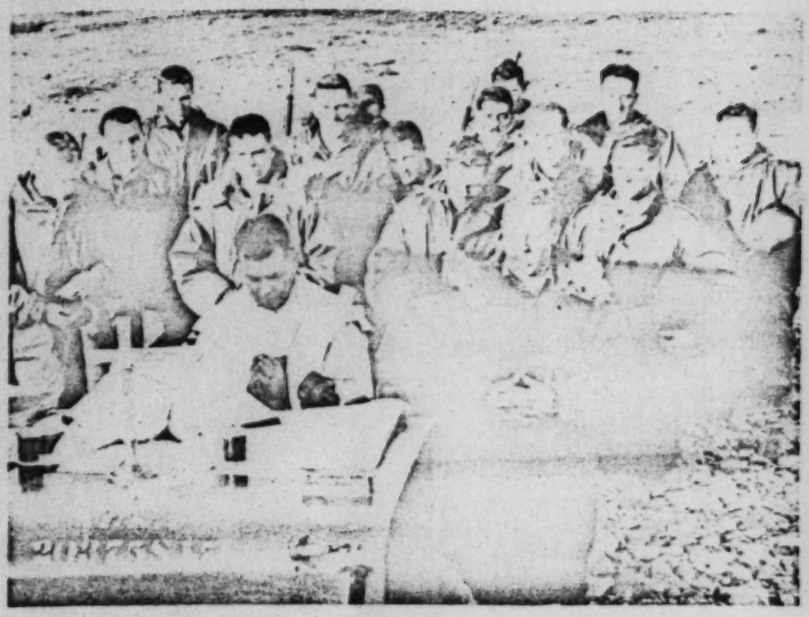
[KOREAN ROKS STEP UP, SALUTE AND GIVE THEIR NAMES IN KOREAN.]

MAJOR KIM JET MYUNG: Am Major Kim Jet Myung.

[FOLLOWED BY FIRST LIEUTENANT AND OTHER ROKS. KOREAN CHILDREN GIVE THEIR NAMES IN KOREAN. BOY GIVES NAME OF CHILD ON HIS BACK.]

[CATHOLIC
PRIEST: Pr
Hail, M
among w
MEN: Holy
the hour
DROWNED
PRIEST: Go

AIRMAN: M
Fighter i
FRENCH SO
Année. H
MURROW: (
over here
LIEUTENAN
MURROW: M
meet. Mr.
home, Mr.
THOMAS J.
MURROW: I
we decide
son ought



[CATHOLIC SERVICE.]

PRIEST: Prayer for the conversion of Russia.

Hail, Mary, full of Grace; the Lord is with thee: blessed art thou among women, and blessed is the fruit of thy womb, Jesus.

MEN: Holy Mary, Mother of God, pray for us sinners now and at the hour of our death. [REMAINDER OF PRAYER AND RESPONSES DROWNED OUT BY PLANES OVERHEAD.]

PRIEST: God bless you, and a Merry Christmas.

AIRMAN: Merry Christmas, folks, from the boys in the Fourth Fighter interceptor wing.

FRENCH SOLDIER: Je vous souhaite à tous Joyeux Noël et Bonne Année. Happy Christmas—New Year.

MURROW: Could we shout out an order to Mr. Dean and get him over here?

LIEUTENANT: Mr. Dean.

MURROW: Mr. Dean is someone that I think everyone ought to meet. Mr. Dean has a son that he has never seen. Where is your home, Mr. Dean?

THOMAS J. DEAN: Deland, Florida.

MURROW: Deland, Florida. And we were discussing matters and we decided that since Mr. Dean hasn't seen the son, at least the son ought to see Mr. Dean. So—what's the boy's name?

DEAN: Thomas J. Dean, the third.

MURROW: Well, Thomas J. Dean, the third, here's Thomas J. Dean, the second. Right?

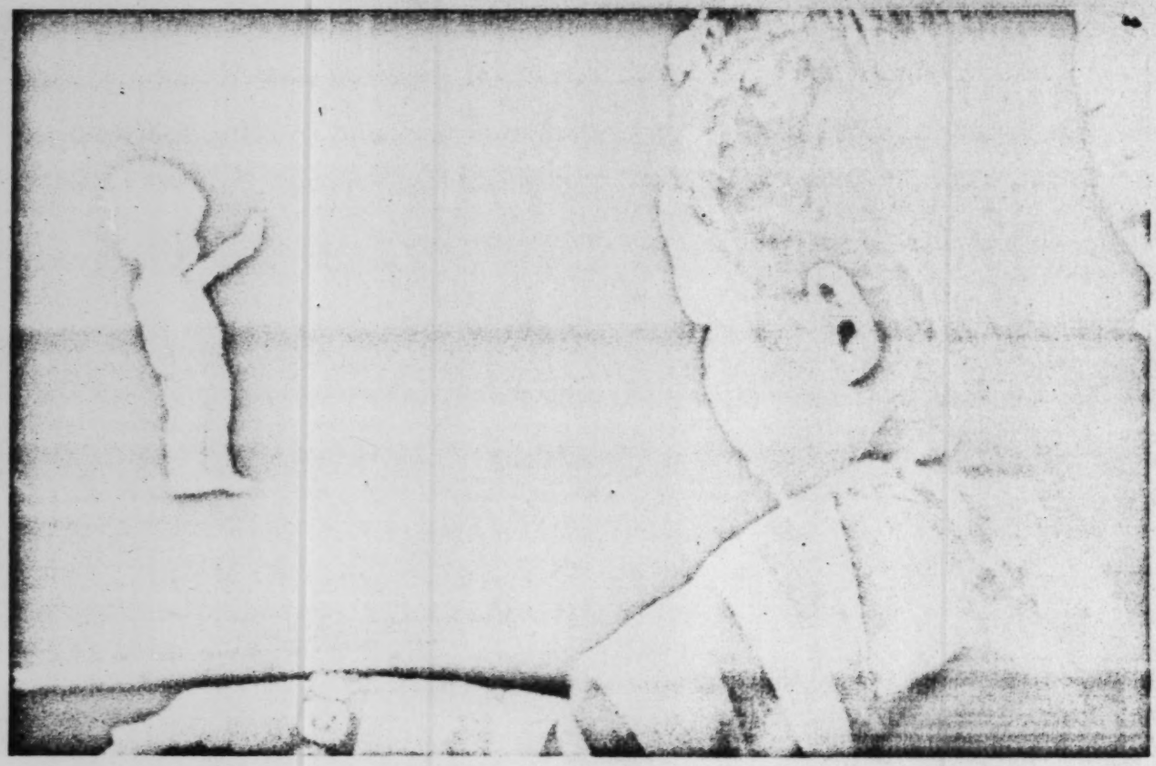
DEAN: That's right.

MURROW: Thanks very much, good-by.

DEAN: Thank you.

[KOREAN ORPHANS AT CHRISTMAS PARTY WITH GI'S. THEY SING "ADESTE FIDELIS" IN KOREAN. THEN THEY ARE GIVEN GIFTS BY THE SOLDIERS.]

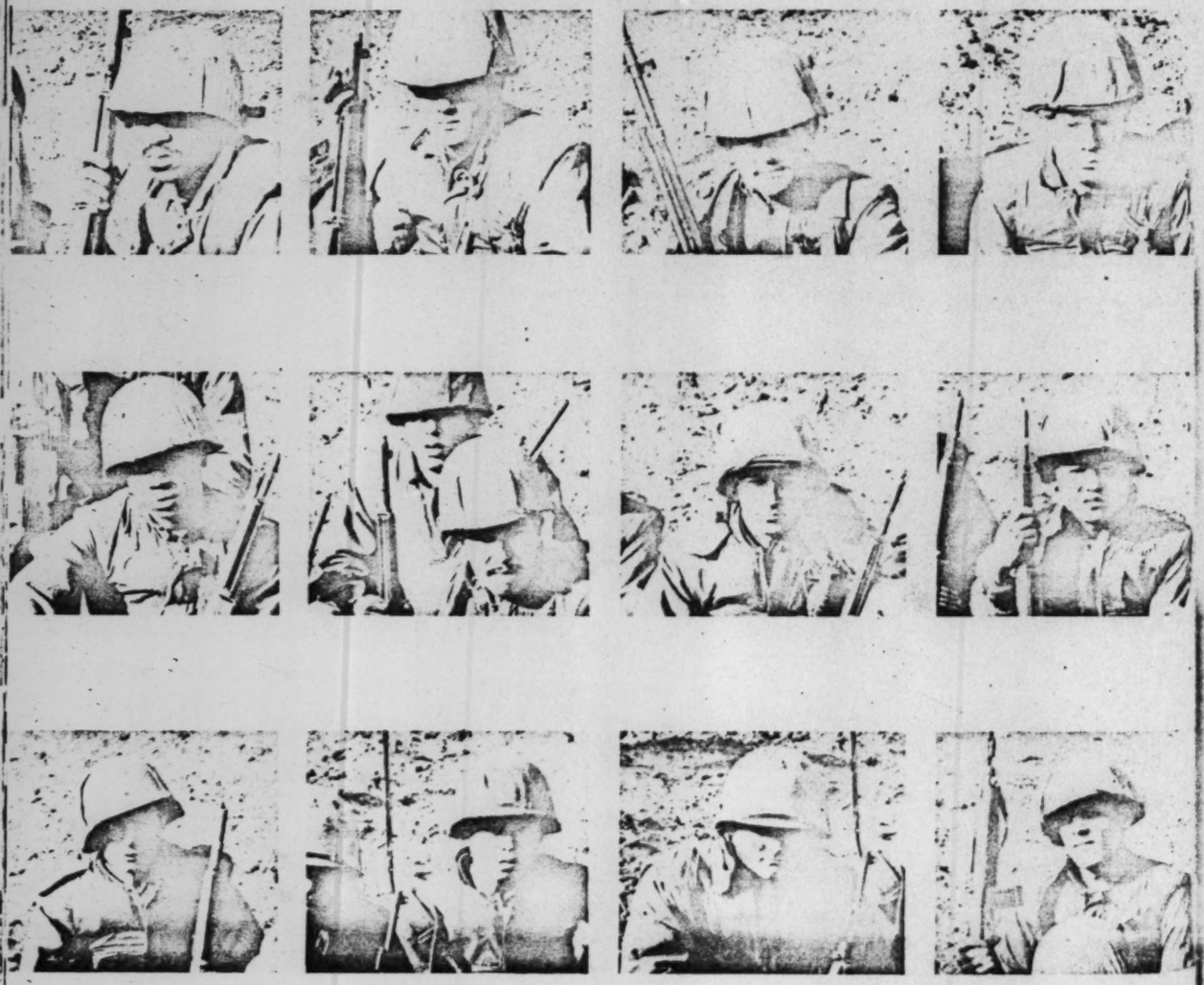
KOREAN BOY IN COWBOY OUTFIT: Merry Christmas. Happy New Year.



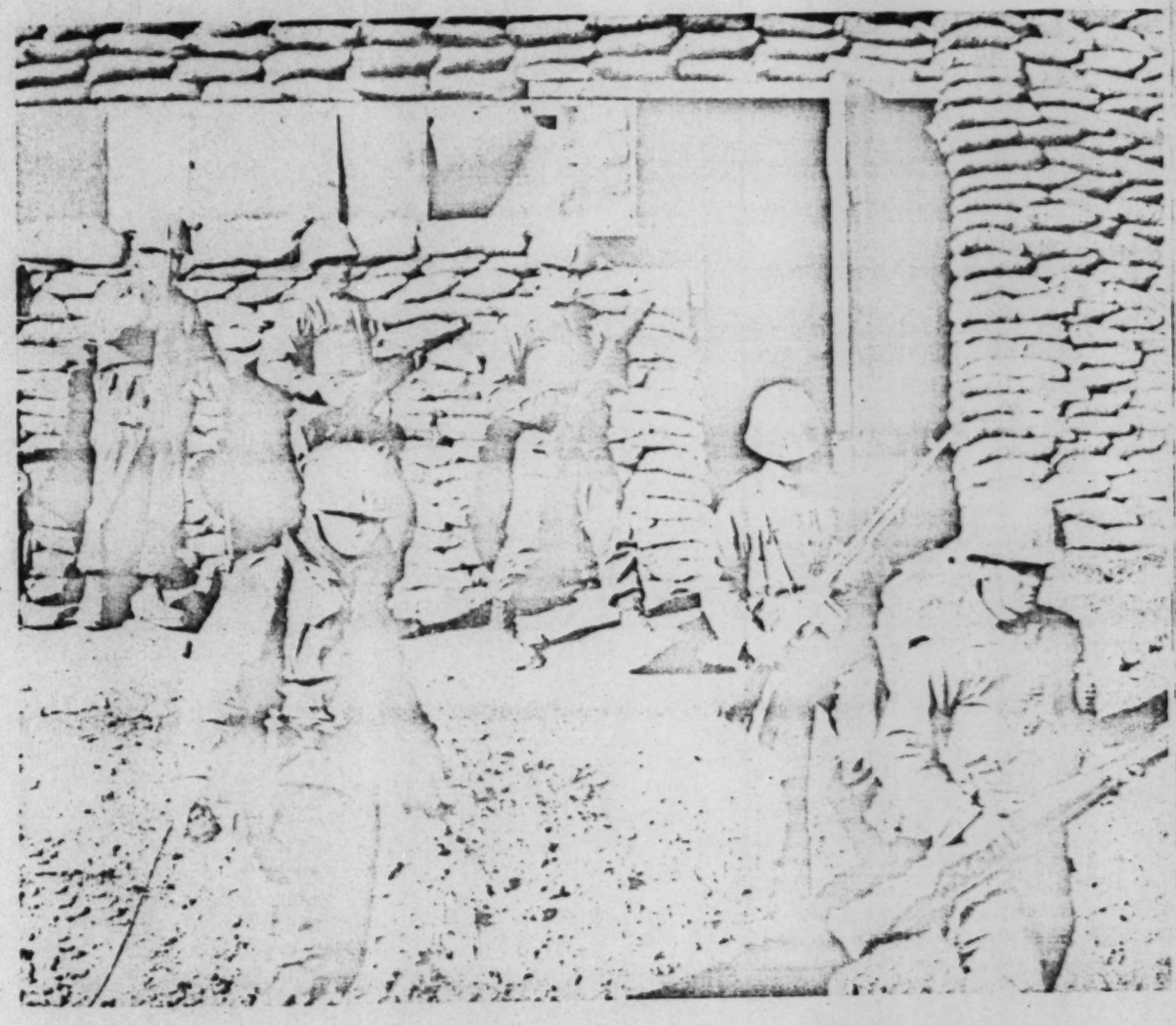
SERGEANT: I'm gonna assign a recon patrol for tonight, *men*, and

these will be your jobs. Chambers, you will be number-one scout. Ball will be number two, second man in the file. I'll be the third scout. Wallace, you carry the AR, the basic load of ammunition. Van Fleet, you're the assistant AR. Waley, you be first rifleman. Archebeck, you follow Waley. Smith, you come after Archebeck and Kim, follow Smith. Smothers, behind Kim, and Lee carries the radio. Sisson, you pack the wire, and Sergeant Lammar, you are second in command. You will be in the rear. All right, let's move on up to the ridge line and we'll take a look at this route we are going to follow tonight. All right, Chambers.

[MEN MARCH OFF IN LINE.]



MURROW: There is no conclusion to this report from Korea because there is no end to the war. [PAUSE.] That ends our report from Korea. And so it remains on behalf of the men with whom we have worked out here, the fighting men with whom we have shared a little experience, to say, perhaps, make a prayer, and don't forget to write. Good night, and good luck.



SEE IT NOW

EDITED BY

EDWARD R. MURROW

AND

FRED W. FRIENDLY

1955

SIMON AND SCHUSTER

NEW YORK

SIN
Beatty, E.W.

January 7, 1954

Dear Mr. and Mrs. Beatty:

Many thanks for your very nice note. It was a pleasure to do the program with your son, Gene. I am sure you would like to know that although I was not able to spend very much time with him, I was there long enough to realize that he is obviously highly regarded by all the boys in his outfit. Your pride in him is more than justified.

Sincerely yours,

Mr. and Mrs. E. W. Beatty
47 N. Huron Avenue
Columbus, Ohio

rh

Columbus, Ohio
December 30, 1953

Mr. Edward R. Murrow
N. Y. N. Y.

Dear Mr. Murrow!

It is with great pleasure we take this privilege of thanking you for your Christmas in Korea Telecast - shown in our City Tuesday December 29.

One of the young men interviewed by you, Gene Beatty - (the one that opened his Christmas box at the front lines) was our Son. In fact our only child - and it was his Birthday also - December 24.

We can't express how happy and surprised we were - however, we do watch your program every week, and enjoy it very much.

your field of endeavor is certainly a worthy one, May God Bless you.

Thank you Again Sir!

Sincerely,
Mr. & Mrs. C. W. Beatty
47 N. Huron ave.
Columbus, Ohio

Belderok Jacques

March 26, 1954

Dear Mr. Belderok;

Mr. Murrow has asked me to reply to your letter of March 20th. We did indeed present a television program titled "Christmas in Korea" on SEE IT NOW on December 29, 1953, and part of it showed GI's in Korea entertaining children from an orphanage. I regret to have to tell you that there is very little likelihood of our being able to repeat the program since it was definitely a Christmas theme, and all of Mr. Murrow's programs must deal mainly with day-to-day news. I am sorry to have to disappoint you and certainly should the program be shown again for any reason I will certainly let you know in advance.

Sincerely yours,

Kay Campbell
EXECUTIVE ASSISTANT

Mr. Jacques J. Belderok
130 North Columbus Avenue
Freeport, New York

rh

Jacques J.Belderok
139 North Columbus avenue 139
Freeport N.Y.

March 20,1954

Mr. Ed.Murrow,
c/o C.B.S.,
New York N.Y.

Dear Mr.Murrow:

We understand from many people that around Christmas Time you sponsored a show showing our GI's in Korea entertaining children from an orphanage.

Many of the people who told us about this show, would like to see it again and we ourselves would love to see it too, as we missed it. We would like it so very much since our son was there too, serving with the Army out in Korea. He wrote us that they indeed did entertain those children and we therefore must assume that he too will be in the picture.

Would it, please, be possible, to show this film once more and if so, would you please be good enough to let us know so that this time we would not miss it?

No need to tell you that we would be so very grateful for your courtesy.

Many thanks in anticipation from

yours very sincerely,

J. Belderok

the Belderok's.

Clark, Gen. Mark et al. S/N

April 8, 1953

Dear General Clark:

Please accept our belated thanks for the courtesy and cooperation which your command extended to our camera crews when we filmed a report on Christmas in Korea, last December. The report was carried on the CBS Television Network and has been repeated from time to time, indicating that through your help, we were able to narrow the distance a bit between the young soldier in the forward areas, and the American family back home in their living room.

We are of course grateful to all the officers and men of your command who assisted us, and especially to Lieutenant Colonel Donald Nugent, HQ PIO FEC, and to two members of Colonel Nugent's office, Captain Thomas Claggett and Lieutenant Douglas Jenkins. They were most helpful in expediting our accreditation to Korea, and for arranging many of the details while our crews were in Korea.

Please accept our best personal regards.

Sincerely yours,

General Mark W. Clark
CG, FEC
APO 500, c/o Postmaster
San Francisco, California

April 8, 1953

Dear Colonel Nugent:

Please accept our belated thanks for the splendid cooperation which you and your men accorded our reporters and camera crews when we went to Korea for a one-hour film report on the CBS Television program, "See It Now."

We are particularly indebted to Captain Thomas Claggett and Lieutenant Douglas Jenkins. We still think fondly of Captain Claggett's incredible performance in rapid accreditation of the five "See It Now" camera crews. And we rest assured that the difficult job of filming a long war-front was considerably lightened by Lieutenant Jenkins' excellent ability to coordinate the work as special project officer assigned to us for the entire trip.

Would you be kind enough to inform them both of our appreciation?

Sincerely yours,

Lieutenant Colonel Donald Nugent
HQ PIO FEC
APO 500, c/o Postmaster
San Francisco, California

April 8, 1953

Dear General Weyland:

Please accept our belated thanks for the friendly cooperation which you and your command extended to our camera crews during the filming of a report on Christmas in Korea. There were seventeen of us - reporters, cameramen, sound engineers - and equipment - and we are grateful to your command for the transportation.

In particular, we remember the splendid assistance of Major Charles Thompson, your press information officer, who provided us with transportation to Korea and back, and also ground transport to air bases in Japan.

Sincerely yours,

General Otto P. Weyland
CG, FEAF,
APO 500, c/o Postmaster
San Francisco, California

April 8, 1953

Dear Admiral Briscoe:

Please accept our belated thanks for the courtesy and cooperation which you and your command extended to our camera crews during the filming of a report on Christmas in Korea. One of the highlights of that report was the hospital activity aboard the Hospital Ship Consolation, and for this we are particularly indebted to Lieutenant Commander John Bauernschmidt. Commander Bauernschmidt greatly facilitated the shooting of those scenes aboard the Consolation.

May we also add our best personal regards for you, sir.

Sincerely yours,

Vice Admiral Robert P. Briscoe
Commander Naval Forces, Far East
APO 500, c/o Postmaster
San Francisco, California

April 8, 1953

Dear Rosy:

This is a hell of a time to be saying our thanks for your splendid cooperation during our SEE IT NOW operation in Korea last Christmas. The hour-long television report was very well received here in the States, and I did want you and your staff to know how grateful we were for your able assistance.

I am taking the liberty of enclosing a number of separate letters thanking each of your aides individually. They're a great crew of men.

As ever yours,

Colonel Roswell P. Rosengren
EUSAK PIO
APO 301, c/o Postmaster
San Francisco, California

April 8, 1953

Dear Colonel Rosengren:

Will you please convey our thanks to Major Lester C. Brown who kept our camera teams well fed, well shod, well housed and well transported while they were in Korea filming a report that was later shown on the CBS Television Network.

Major Brown was always helpful and courteous. It was a pleasure to work with him.

Sincerely yours,

Colonel Roswell P. Rosengren
EUSAK PIO
APO 301, c/o Postmaster
San Francisco, California

April 8, 1953

Dear Colonel Rosengren:

Please convey our thanks to Captain Daniel Biondi who was of splendid assistance to our camera teams while we were in Korea filming the report on Christmas in Korea. Captain Biondi made difficult problems seem easy. He suggested numerous story ideas to give complete coverage of 8th Army operations.

Captain Biondi was always helpful and courteous. It was a pleasure to work with him.

Sincerely yours,

Colonel Roswell P. Rosengren
EUSAK PIO
APO 301, c/o Postmaster
San Francisco, California

April 8, 1953

Dear Colonel Rosengren:

Please convey our thanks to Sergeant First Class Walter McMillan who assisted our camera crews so ably, during our stay in Seoul when we were filming our television report on Christmas in Korea. Sergeant McMillan was always courteous and helpful and we remember him with pleasure.

Sincerely,

Colonel Roswell P. Rosengren
EUSAK PIO
APO 301, c/o Postmaster
San Francisco, California

April 8, 1953

Dear Colonel Rosengren:

Will you please convey our gratitude to Lieutenant Colonel Sam Shoemaker who gave our camera crews such splendid assistance during the time we were filming a television report on Christmas in Korea. At the time, Colonel Shoemaker was in EUSAK headquarters. We understand he is now with the 15th Regiment of the Third Division.

It would be most thoughtful of you to convey our sentiments to Colonel Shoemaker's present commanding officer. We would like his commanding officer to know that we appreciated Colonel Shoemaker's good work, his extraordinary efficiency, and his courteous cooperation.

Sincerely,

Colonel Roswell P. Rosengren
EUSAK PIO
APO 301, c/o Postmaster
San Francisco, California

April 8, 1953

Dear Colonel Swenson:

Please accept our warm thanks for the splendid cooperation you and your command extended us during our film operations of Christmas in Korea. There were seventeen of us, and thousands of pounds of baggage, and we never felt more secure than when we were transported by your light planes from point to point.

We are especially indebted to Captain Scott J. Busby of Dragon base. We remember him with great warmth and admiration - the young man is blessed with a pleasing temperament which was never distrubed even under the most trying of demands.

Sincerely,

Lieutenant Colonel J.E. Swenson
Aviation Section, EUSAK
APO 301, c/o Postmaster
San Francisco, California

SIN

Dries, Mrs Margaret

Lp.

March 3, 1953

Dear Mrs. Dries:

This is merely a note to say a belated thanks for your gracious letter of January 29.

It was good of you to send me the pictures. I enjoyed meeting your husband and it was a pleasure for me to relay his message to you and the children.

Thank you again for your kind words about our programs.

Sincerely yours,

Mrs. Margaret Dries
903 Dorking Road
Warundale
Glen-Burnie, Maryland

nic

NC
nice photo
ask me

903 Dorking Rd:
Harundale
Glen-Burnie
md
U.S.A.

29th January 1953.

Dear Mr Ed Murrow,
Many thanks for your Christmas wishes forwarded from my husband, Maj J.A. Dries U.N.C. Bruce talks Korea, your note appreciated all the more, knowing your time was limited, thanks most awfully again.

Your T.V. "See it now" progg: at Christmas time was excellent, as are all your other progg: "See it now" is really a wonderfully outstanding programme. and record on tape e mail to my husband most of your shows, so that he may enjoy them also. Enclosed one photo taken on

2

your recent tour of Korea, you surely brought back to the American people a marvelous "understanding" of the Korean country etc: & the hardships encountered there. May God bless you & keep you in good health, & best of luck always.

I remain
yours Sincerely
Mrs Margaret Dries
DRIES
Chelchin

Ed. R. Murrow - with
camera crew at
Pan Munjom. Korea
Christmas. Dec. 57

Charles Mack on camera
Andy Wollingher on
sound set w/earphones.

"ED" R. MURROW" AT "TRUCE SITE" KOREA, & MAJ: J. A. DRIES spokesman, FOR UNC. CHRISTMAS. 1952.

Hoffman, Edwin

January 11, 1954

Dear Ed:

Very many thanks for your nice note about the Christmas in Korea show. In this instance I value most highly praise from one who was out there for so many months.

Kind regards and best wishes.

Sincerely yours,

Mr. Edwin Hoffman
United Press Associations
San Francisco Newspictures Bureau
News Building
San Francisco 3, California

rh

United Press Associations
INCORPORATED IN NEW YORK
GENERAL OFFICES
NEWS BUILDING NEW YORK CITY

Written From
SAN FRANCISCO NEWSPICTURES BUREAU
NEWS BUILDING
SAN FRANCISCO 3, CAL

29 Dec 53

Dear Ed:

Just returned to the office from watching your Xmas "See It Now" and wish to take a moment to compliment you on another job well done.

Didn't realize the impact that your Xmas show carried until I saw it here. Guess my 38 months there was another case of being too close to the forest to see the trees. Sorta really know now what the many parents, lovers and friends were feeling when they wrote the many letters to me regarding their lost loved ones, who appeared in my pictures. Now I realize the value to these individuals of the answers I sent them, tho I could add at the time little more than what my original captions said. Believe it was well worth while seeing how your material was accepted and will surely make a difference if I ever cover another story of this nature.

Kindness personal regards to you, Bob Pierpoint and Ed Scott. Also give my best to George Herman in his new job.

Sincerely,

Edwin Hoffman

Lake, Mrs Byron

S/N

Hp

March 3, 1953

Dear Mrs. Lake:

This is merely a note to say a belated thanks for your gracious letter of January 18.

It was good of you to send me the clipping. I enjoyed meeting your husband and it was a pleasure for me to relay his message to you and the children.

Thank you again for writing as you did.

Sincerely yours,

Mrs. John Byron Lake
1025 East Fifth Avenue
Lancaster, Ohio

nic

MRS. JOHN BYRON LAKE
1025 EAST FIFTH AVENUE
LANCASTER, OHIO

NC
Nice thanks
Yes sir
ask me

January 18th, 1953

Mr. Edward R. Murrow
CB S Television and Radio
New York, New York

My dear Mr. Murrow:

I am enclosing a clipping from the front page of our paper here in Lancaster that I thought perhaps you might be interested in.

I personally am quite proud of this picture and I want to take this opportunity to thank you for relaying my wonderful Christmas message to the children and myself from Jack.

The mail hadn't been coming through too well just before Christmas and I had not received a letter from Jack for almost a week. Christmas day was not very bright for me as you can well imagine until I heard your program that evening. Believe me, it was the nicest gift I could have received.

Jack has also sent me two pictures taken of you both during your visit to Kimpo which he intends to have framed for his office when he comes home. He is very proud of these I might add and I certainly can't blame him.

I watched with great interest your television show taken in Korea and although I knew Jack wouldn't be in any of the scenes, it gave me a wonderful picture of what living conditions were like where he is stationed. I think you are to be commended for your fine work as it meant so much to wives and loved ones here at home.

Thank you once again Mr. Murrow for being so kind to us. Your thoughtfulness will long be remembered by both Jack and myself.

Most sincerely,

Katharine Ann Lake

KATHARINE ANN LAKE

Lancaster G

YOUR NEWSPA

ESTABLISHED 1809—NO. 223

LANCASTER, OHIO, SA

WEATHER

ain, changing to snow flur-es, windy and turning lder today. Snow flurries, ndy and colder tonight. ow temperature 22 to 28 grees. Sunday mostly cloudy and rather cold.

ecapture Four Of Nine Jail Break At Toledo

TOLEDO, O.—Four of nine prisoners who fled Lucas nty jail in the biggest break ever to occur there were ured here before dawn today.

None of the four offered any resistance.

Authorities in eight states were alerted to look out for the ining five of the group which squeezed through a foot square in a jail window Friday night.

Those recaptured are:

Adolph Syph, 32, serving a sentence for forgery. Syph, who boxes under the name "Ace Miller," was nabbed at a downtown intersection.

Kenneth Johnson, 27, attempted robbery, and Kenneth Roland, 22, forgery, were spotted near the home of one of Roland's relatives. Johnson stopped in flight down an alley when a warning shot was fired over his head. Roland got away then, but was taken shortly afterward.

Bishop Jackson, 21, cutting with intent to kill.

Student Questioned

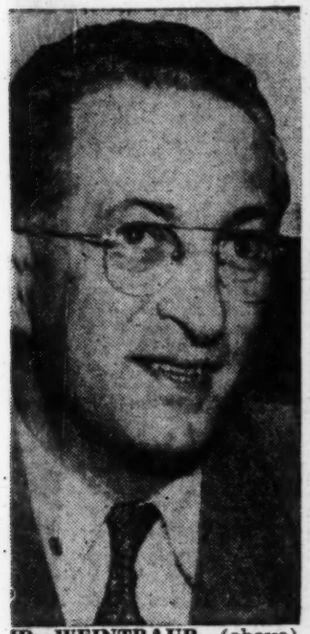
Questioned about the break was Connie West, a University of Toledo student and friend of Wallace Wiley, a convicted car thief who is still at large.

The nine—all Negroes— were in jail waiting to appeal their conviction on crimes varying from car theft to armed robbery and cutting with intent to kill.

When they leaped 25 feet to the rain-softened ground Friday night, they left behind them 20 other prisoners who refused to make a break for it.

These others—who include two men convicted of second degree murder—told deputies of Sheriff George Timiney that the escapees started sawing Friday morn-

'ILL IN U.N.



ID WEINTRAUB (above), economic chief, is one of 11 icans still on the UN pay- who were named adversely loyalty list made public by Senate internal security

MEETS ED MURROW IN KOREA

First Lieut. John B. Lake, 1025 E. Fifth Ave., on right above, is pictured with Edward R. Murrow world-famed radio and TV news commentator and analyst, in front of a headquarters building at Kimpo Air Base near Seoul, Korea, on Christmas Day, when Lt. Lake met Murrow, who was making movies for his television show, "I Can See It Now," a half-hour program which appeared on TV channel 10, (WBNS-TV), on last Dec. 28. The movies were of GIs in Korea

Lt. Lake, who has been in Korea since last September, was acting public information officer on Christmas Day during Murrow's visit. Lt. Lake is attached to the Fourth Fighter Interceptor Group. On Dec. 25 Murrow broadcast to the U. S. Christmas greetings of numerous American officers in Korea and these included holiday greetings from Lt. Lake to his wife, the former Katharine Kerr, and their two little daughters, Charlotte and Cynthia. Lake is on leave of absence from his post as assistant to the publisher of the Eagle-Gazette, R. Kenneth Kerr.

Anti-Filibuster Ranks

S I R
Sauter, Jim

December 31, 1953

Dear Jim:

Very many thanks for your nice wire. I am delighted to hear that you liked the Christmas In Korea show. It certainly gave me some satisfaction to be able to do it.

Best wishes for the New Year.

Sincerely yours,

Mr. Jim Sauter, President
USO Camp Shows, Inc.
6 East 45 Street
New York, New York

rh

SERVICE

...is a full-rate ...gram or Cable-...m unless its de-...rred character is in-...dicated by a suitable symbol above or pre-...ceding the address.

WESTERN UNION

W. P. MARSHALL, PRESIDENT

FX-1201

SYMBOLS

DL=Day Letter

NL=Night Letter

LT=Int'l Letter Telegram

VLT=Int'l Victory Ltr.

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

W116CC 12F NL PD

NEWYORK NY DEC 29 1953

EDWARD R MURROW, COLUMBIA BROADCASTING SYSTEM

485 MADISON AVE NYK

DEAR ED JUST SAW CHRISTMAS IN KOREA THOUGHT IT A BRILLIANT PICTURE AND CAN ONLY OFFER MY PERSONAL AS WELL AS MY ORGANIZATIONS HEARTIEST CONGRATULATIONS TO YOU FOR AN EFFORT SO FRUITFUL IN ITS MORAL EFFECT TO THE FAMILIES AND FRIENDS OF THE BOYS HERE AT HOME. BEST WISHES, AS EVER, HAPPY NEW YEAR

JIM SAUTER PRESIDENT USO CAMP SHOWS

1148P

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

S2n
Stafford, C D

January 11, 1954

Dear Mr. Stafford:

Many thanks for your nice letter of January 4th. I am glad you liked the Christmas in Korea program. As you know, I felt it was something worth doing and am happy that it turned out so well.

With best wishes for the New Year.

Sincerely yours,

Mr. Chester D. Stafford
5039 Radford Avenue
North Hollywood, California

rh

CHESTER D. STAFFORD
5039 RADFORD AVENUE
NORTH HOLLYWOOD, CALIF.

January 4, 1954

Mr. Edward R. Murrow,
c/o Columbia Broadcasting Co.,
New York City, N.Y.

Dear Mr. Murrow:

My wife and I viewed your television program of Christmas in Korea. I was eager to see it as a result of our conversation while we were seat partners on the plane from Honolulu to Los Angeles. My interest in the program was well justified as it vividly brought out the human interest aspect of such a time in a strange and difficult country. I heard others whose comments showed that they had been similarly impressed.

Let me commend you on the quality of your work and wish you continued success in your field. Also, a most successful and happy new year.

Sincerely,

Chester D. Stafford

Chester D. Stafford.

KOREAN POINTIE TALKIE

Is there someone here who can speak english
누구든지 英語 말 하는분이 계십니까

I am an American aviator.
나는米國비행사 입니다

Is there anyone here who can help me?
누구든지 나를 救하여줄분이계십니가

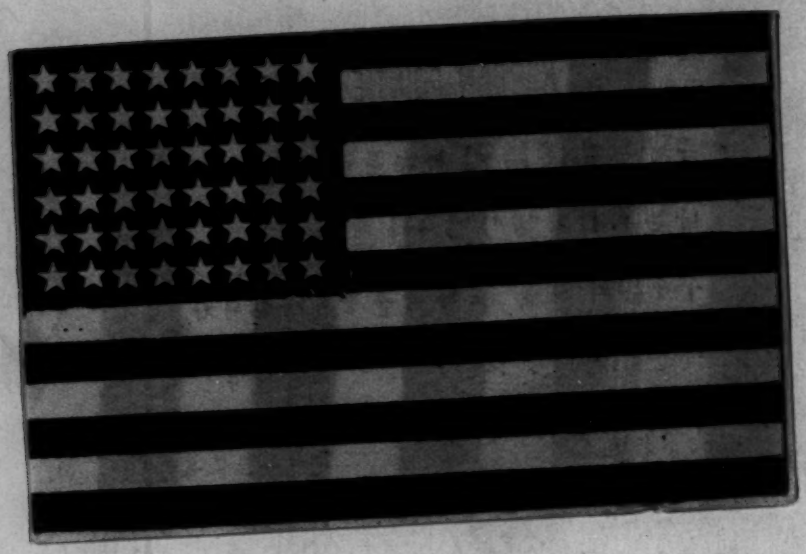
I will see that you are rewarded
나를救하여주시면사례드리겠읍니다

Please help me find the Americans or the
나를米國軍隊나韓国軍隊가 있는곳으로보내주시요
South Korean Army

5 AF INT

File with Special Program "Christmas in Korea"

Dec 29 '53



RESTRICTED

X 4381

MANCHURIAN

我是一個美國飛機師.我的飛機破壞了.
我不能說中國話.請先生保護我領我
到美國大使館或最近的美國領事館也.
美國政府必定酬報先生

JAPANESE

私は米國航空兵です。私の飛機は壞
れました。私は日本語が話せません。どうか
私に食物と保護を與へて下さい。そして
最寄りの米國大使館か領事館へ
同行して下さい。米國政府は貴方の御恩に
報いります。

KOREAN

나는 미국 비행 군인입니다 나의 비행기는 파괴
되었읍니다 저는 조선말을 모릅니다 먹을
음식을 좀 주십시오 그리고 저를 보호해
주시기로 바랍니다
저를 제일 갓가운 미국 대사관이나 령사관
으로 좀 내려다 주십시오 미국 정부는
당신을 잘 보상하여 드릴 것입니다

CHINESE

我是一個美國飛行員.我的
飛機已被破壞.我不懂
貴國的語言 請你救
護我,把我帶到最近的
美國大使館或者領事館去
敝國政府將來
一定會報答你的.

Van Fleet, Gen.

S/N

February 10, 1953

Dear General Van Fleet:

I hope that by this time you have had an opportunity to see the hour television show we shot at Christmas-time in Korea. The response to it by Korean veterans was altogether favorable and that was all we cared about. I retain fond memories of the generous co-operation we received from you and your entire Command.

I understand that you are to arrive in San Francisco on either the twenty-fourth or twenty-fifth. I would be honored if you would consent to answer a few questions on my radio program, 4:45-5:00 PM San Francisco time, for six or seven minutes.

It is my understanding that your retirement is effective April 1, and I would like also to suggest that we do a rather more extended interview on SEE IT NOW on Sunday, April 5. This could be done from Washington, New York, or almost any other metropolitan point where you might be. I would assume that this would be your first major public statement after your retirement.

Larry Lesueur joins me in sending all best wishes for a pleasant journey home.

Sincerely yours,

General James A. Van Fleet
C/O U. S. Army, Pacific
Honolulu, Hawaii

CBS RADIO

Office Communication

to: Mr. Church cc: Fred Friendly

from: Mr. Murrow

February 9, 1953

RE: VAN FLEET

Suggest you tell Herman I'll take him on 7:45 from Frisco either 24th or 25th, and be glad if they want to suggest questions. Also, they can commit us to give him a good play on SEE IT NOW Sunday, April 5, provided he holds his fire on big stories till then.

E.R.M.

E.R.M.

137

FRIGIDAIRE BULLETIN

PUBLISHED TWICE A MONTH FOR EMPLOYES OF FRIGIDAIRE DIVISION, GENERAL MOTORS CORPORATION

Volume 19, No. 3 | Dayton, Ohio, February 6, 1953 | Circulation This Issue 24,300

Faith, Hope and Confidence Guide Destinies of Employe

DON'T MISS THE STORY

"Joe Black, Amputee"

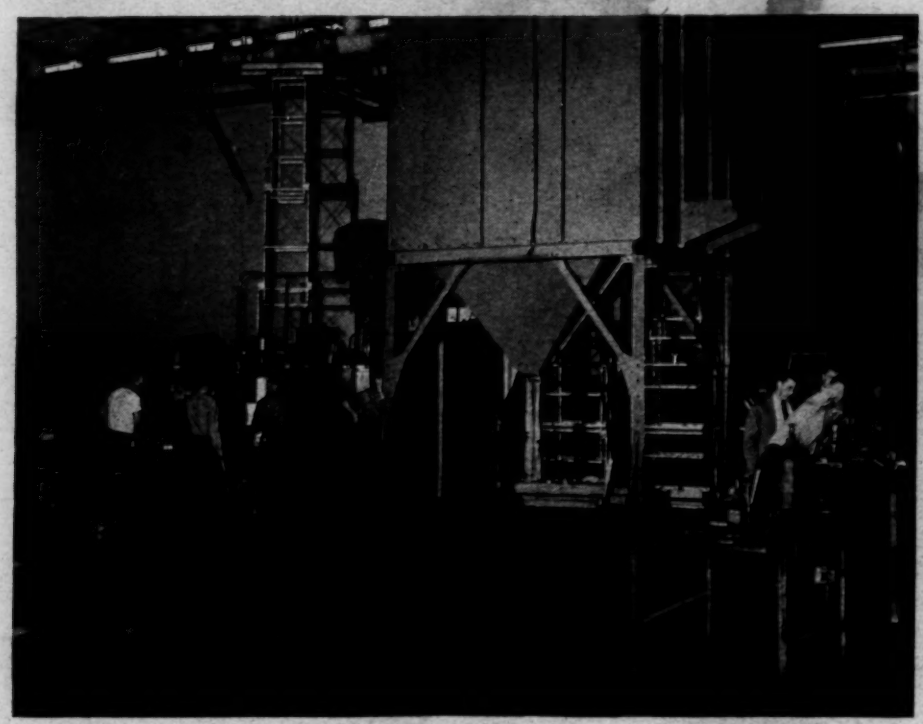
PAGE 3

KOREAN ASSIGNMENT . . . *FRIGIDAIRIANS GREET EISENHOWER, WILSON and EDWARD R. MURROW*

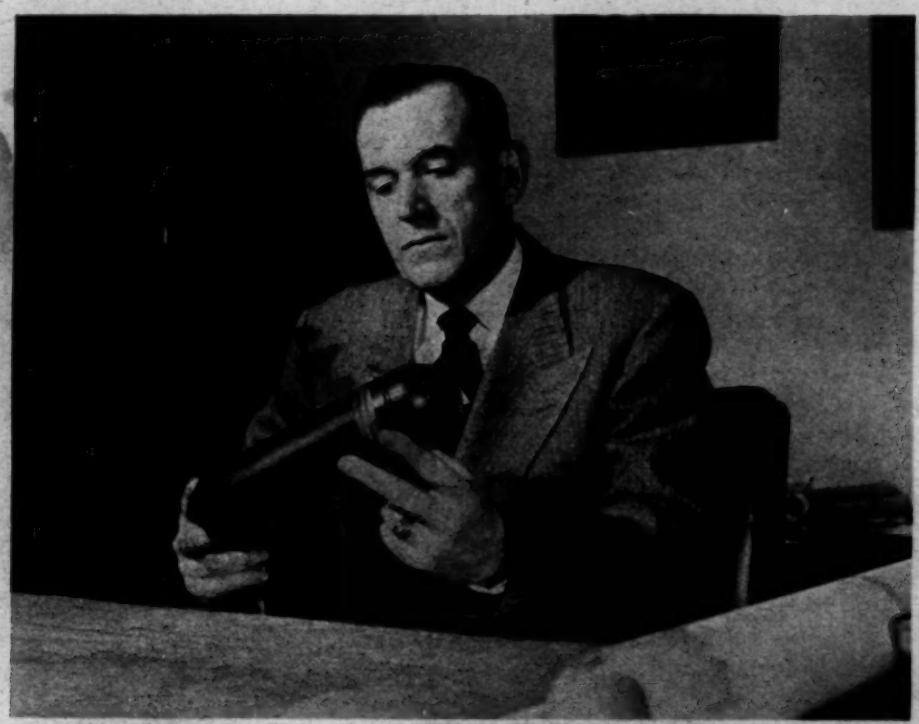
Major Jack Gibbons (above, right), public relations officer for the 4th fighter interceptor wing, made all the arrangements for the presidential party when they toured his air force base near Seoul, Korea. Gibbons visited with many members of the Eisenhower party, including C. E. Wilson, former president of General Motors Corporation. Gibbons also assisted Edward R. Murrow (above, left), CBS newscaster, in getting material for his television show, "See It Now." Major Gibbons formerly worked in the public relations department. Pfc Arch McIntosh Jr. (above, inset), an 81 mm mortar gunner with Co. H of the 35th Regimental Combat Team, was a member of the honor guard for President-elect Dwight D. Eisenhower's visit to Seoul, Korea. Pfc McIntosh formerly worked in the porcelain dept. at plant 2.

NEW DEFENSE CONTRACT . . . . . .

Has been scheduled for plant 4...to make 75 m.m. projectiles



This steel blast furnace will be used for removing the scales on the 75 m.m. projectile. Production is expected to start sometime in March.



R. O. Stokes, mechanical superintendent at plant 4, displays the 75 m.m. projectile which will be made at plant 4.

"SEE IT NOW"

KEFAUVER and BRICKER DEBATE THE BRICKER AMENDMENT

January 12, 1954

WOMEN FOR BRICKER - PRO BRICKER AMENDMENT

January 26, 1954

CBS TELEVISION

Office Communication

to: Jack Gould

from: Fred Friendly

Confidential

re: E. R. Murrow

August 11, 1954

Senator Bricker was invited to discuss the Bricker Amendment on "See It Now" on January 12, 1954. At that time we did not know when the other Senator would be, and Bricker placed no restrictions upon us. However, two days later when we informed him it would be Robert Humphrey, Bricker rejected him as not being a constitutional lawyer and not knowing enough about the proposed amendment. After some soul-searching, we agreed to invite someone else. Usually, we don't like to think that debaters on "See It Now" can dictate their opponents, but we were bound in, because you just can't do the Bricker Amendment without Senator Bricker. We settled on Senator Estes Kefauver, and the two Senators discussed the amendment from their respective offices. (The script of the show is attached.)

Neither Senator was ever told that the entire half hour would be devoted to their participation, and at the middle mark we politely interrupted for the commercial and then went to other constitutional experts for their opinions....Former Supreme Court Justice Owen Roberts, Professor Finch of Georgetown and Dean Griswold of Harvard. After airtime it was obvious that Senator Bricker and my I add Senator Kefauver were not happy with the amount of time they had had, and Ed expressed his regrets...stating that the issue would be around for a considerable length of time, and that perhaps we could try it again in the future. Senator Bricker confidently told us that the issue would not be around for very long, and his implication was that it would be passed within a few weeks. Actually, a step-watch check afterwards showed that Bricker had 27 seconds more than did Kefauver. Murrow and Friendly were both convinced we had scheduled too many people for so short a period of time and for so complicated an issue.

On January 26th we tried again. We covered a meeting of the Women for the Bricker Amendment in Washington. Frank E. Hobman, often called the co-author of the bill, spoke for 6:06 seconds... and John W. Davis, one of the leaders of the anti-group, spoke for 4:25 seconds.

On neither program did Murrow or "See It Now" take an editorial stand either for or against the Bricker Amendment.

553

TO Mr. Merritt

FROM Natalie

Attached figures do not include your closing remarks on January 12 – about 45 seconds.

Columbia Broadcasting System, Inc.

F. 559

OFFICE COMMUNICATION

SIN

To Mr. Murrow

From Natalie Foster

Station

June 5, 1956

The following is a breakdown on the two SEE IT NOW programs on the Bricker Amendment:

January 12, 1954:

Senator John Bricker	5:59	Senator Estes Kefauver	6:07
Professor George Finch	2:54	Dean Irwin Griswald	1:17
	8:53	Owen J. Roberts	3:48
			11:02

January 26, 1954:

Women for Bricker (includes Frank Holman)	6:06	John W. Davis	4:12
	14:59		15:14

4

52 W

CBS TELEVISION

Office Communication

to: Miss Florence Britton

from: Mr. Edward R. Murrow

February 4, 1954

Thank you very much for your
memo about the Bricker Amendment.
I am glad you enjoyed the program.

E.R.M.

rh

CBS TELEVISION

Office Communication

to: Mr. Edward R. Murrow 1/27/54

from: Florence Britton

Thank you so much and a fair string of fine words for the BRICKER STORY. It was hair riasing. The camera pan of the pans of the Vigilant Ladies is keeping me awake nights.

Congratulations,

Florence Britton

Florence Britton
Story Editor,
STUDIO ONE

FB/nm

30

Roberts, Owen

SIN

January 20, 1954

Dear Justice Roberts:

This is a belated note of personal and sincere thanks for your contribution on SEE IT NOW and the discussion of the Bricker Amendment. What you had to say was by far the most effective part of the program, and it appears that most of our viewers were conscious of that fact. I hope that we may meet again soon.

Sincerely yours,

Justice Owen J. Roberts
Dean of Law School
University of Pennsylvania
Harrisburg, Pennsylvania

rh

CBS TELEVISION

Office Communication

to: Jack Gould

from: Fred Friendly

Confidential

c.c. E. R. Murrow

August 11, 1954

Senator Bricker was invited to discuss the Bricker Amendment on "See It Now" on January 12, 1954. At that time we did not know who the other Senator would be, and Bricker placed no restrictions upon us. However, two days later when we informed him it would be Hubert Humphrey, Bricker rejected him as not being a constitutional lawyer and not knowing enough about the proposed amendment. After some soul-searching, we agreed to invite someone else. Normally, we don't like to think that debaters on "See It Now" can dictate their opponents, but we were bound in, because you just can't do the Bricker Amendment without Senator Bricker. We settled on Senator Burke Hickenlooper, and the two Senators discussed the amendment from their respective offices. (The script of the show is attached.)

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On neither program did Murrow or "See It Now" take an editorial stand either for or against the Bricker Amendment.

BRICKER AMENDMENT

MURROW:

This is the Constitution of the United States. Since 1789, it has been the supreme law of the land. In those 165 years, it has been changed or amended only 22 times and 10 of those were the Bill of Rights in 1791. Now we are engaged in a vital controversy concerning a basic change in the President's power. Tonight SEE IT NOW devotes its entire half hour to the Bricker Amendment which could become the 23rd Amendment to the Constitution.

COMMERCIAL

t
b

MURROW:

Good evening. This is a true copy ofour Constitution loaned to us by the National Archives. It spells out in details the President's treaty making power. In Article 2, Section 2, Clause 2, it says: "The President shall have the power, by and with the advice and consent of the Senate, to make treaties provided two-thirds of the Senators concur." From President Washington to President Eisenhower, Presidents have negotiated and arranged treaties with the advice and consent of the Senate under these provisions. Some 852 of them all together. But about 29 precent of the treaties proposed have been killed by the vote of the Senate, including the Treaty of Versailles. Here is S.J. Resolution 1, 83rd Congress, First Session. It bears the name of Senator Bricker of Ohio. It drastically changes and limits the treaty making powers of the President. When this Amendment comes to the Floor of the Senate, perhaps in the next two weeks, Senator Bricker will, of course, lead the fight for it. The principle spokesman for the opposition will be Senator Estes Kefauver. We are going down to Washington tonight to have these 2 Senators discuss this proposed Amendment from their two offices. Later on, we will ask the opinion of Former Justice Owen J. Roberts of the Supreme Court and...Senator John Bricker, Republican from Ohio., Republican candidate for V. Pst. in 1944. Good evening Senator Bricker. And Senator Estes Kefauver, Democrat of Tennessee, a candidate for the Democratic nomination in 1952, Good evening, Senator Kefauver....

KEFAUVER:

How do you do, Ed. Good to see you.
tb

MURROW:

Now, Senator Bricker, since you proposed this Amendment, perhaps you would briefly explain why you advocate an Amendment to the Constitution.

SENATOR BRICKER:

Yes Mr. Murrow. I am mighty happy to have this opportunity to clarify some of the issues in this discussion and debate, and to remove some of the objections because of their invalidity. First of all, this Amendment which has been submitted by myself with 63 other Senators does not radically nor drastically change the power of the President to make treaties. It does not change his power to make treaties at all as far as international affairs are concerned. It does somewhat restrict his personal option to enter into international arrangements by Executive agreements. The real purpose of S.J. Resolution number 1 is to preserve the sovereignty and the constitution of the U.S. from abuses of the treaty power that were not anticipated in 1787. The Amendment does not affect the traditional function of treaty making as it existed from 1787 down to the formation of the United Nations. For 150 years, treaties were concerned with the nation's external affairs. They were not used to regulate the rights of American people on purely domestic matters. United Nations officials and one world are in general now boast of revolutionizing the treaty making power. The issues in this Amendment may be best described in reading the language of the Amendment itself. Section 1 of the Amendment reads as follows: "A provision of a treaty which conflicts with this Constitution shall not be of any force or effect." That preserves the constitution.

tb (MORE)

SEN. BRICKER: (CTD)

The minority report of the Judiciary Committee signed by Senator Kefauver and 3 other Senators states on Page 41 that if the validity of all treaties made by the United States must await some final constitutional determination, other nations would be reluctant to make treaties with us. In practically every other nation of the world, that situation prevails. Now, Section 2 of the Amendment, and I will read the rest of it, if you don't mind, Estes. 2:37

KEFAUVER:

Yes. Go ahead.

BRICKER:

"A treaty shall become effective as internal law in the United States only through legislation which would be valid in the absence of ~~the~~ a Treaty." Opponents of the Amendment believe that the United Nations treaty should make domestic law for the American people. Supporters of the Amendment insist that the legislative powers be retained in the Congress and State Legislatures. Section 3 of the Amendment provides in part: "Congress shall have power to regulate all executive and other agreements with any foreign power or international organization." Opponents of the Amendment believe that the President should have full power to make executive agreements in lieu of treaties. Supporters of the Amendment have learned the lesson of Yalta. They do not want the President, without the consent of the Senate or of Congress, to commit the United States, perhaps in secret, to expensive, and far reaching international obligations. 1:00

MURROW:

Senator Kefauver?
tb

SENATOR KEFAUVER:

Ed, I am very happy to have this opportunity on your program of telling why I oppose this Amendment. I have here to start with, Ed, George Washington's farewell address, and in his address he said that "experience is the surest standard by which to test the real tendency of existing constitution of a nation"and he warned against changes upon the credit of mere hypotheses and opinion exposes to perpetual changes from the endless variety of hypotheses and opinion. I think George Washington and the Founding Fathers were right about the constitution, and I prefer the constitution written by the Founding Fathers rather than one that might be written by Senator Bricker, with all due regards to my good friend. It should be borne in mind that this system that we have has always worked pretty well. First, a treaty is negotiated by the President of the United States who must necessarily represent the nation in foreign affairs, and by his Secretary of State, and then it's sent up to the United States Senate where it must be ratified by a two-thirds majority of the United States Senate. Well, that means that it has to have bi-partisan support. I don't know of any treaty or any agreement that anyone complains of. It's all a fear of the future. As a matter of fact, during all of -- and it might be pointed out, that these very same arguments that Senator Bricker is making against the constitution now were made in the Constitutional Convention and were rejected. It was fully considered by our Founding Fathers and they decided upon this very excellent method of deciding upon treaties.

(MORE)

tb

KEFAUVER: (CTD)

During most of our national history, it has always been considered that treaties were too difficult to be made because it required two-thirds of the Senate. As a matter of fact, the League of Nations was turned down becausa it couldn't get two-thirds, and then.... Now, however, for the first time, it's considered that it's too easy to make treaties, and Senator Bricker and others would like to put shackles upon the President in the handling of the foreign affairs of this nation. So, from one extreme to the other, I think is convincing proof that we are just about right in what we want to do. Now, it's a strange thing to me, Mr. Murrow, that those who want to amend and change the constitution say they are trying to protect the sovereignty and the constitution of this nation. It seems to me that when you are trying to change something, that shows that you are not protecting the rights that are under that Constitution. Here is the Constitution. All of the Rights. It's protected the rights of our people for 165 years. I could tear this constitution. I would just be tearing a piece of paper, but the way Senator Bricker wants to tear it or emasculate it, is changing it all together. It's changing the executive power of the President so that he will, in the future, if his amendment is adopted, be a mere messenger boy of the Congress insofar as foreign affairs are concerned.... It would take us out with.....

(MORE)

tb

KEFAUVER: (CONT'D.)

Here is a newspaper for instance. "ALLIES AGREE TO REOPEN KOREAN TALKS." That might not be possible if Senator Bricker's Amendment were adopted, because that is an executive agreement. So, at a very time when our nation must be able to deal in the foreign field - when if we are going to have peace in the world, a chance to avoid wars every 25 years, our nation must exert an effective leadership. We must be able to make treaties and agreements, try to bring about peaceful settlements and world stability - at a time when that's so necessary-- it would seem to be the very worse time imaginable to amend the constitution so as to make it almost impossible to operate the executive part of the Department of the Government in the field of international relations. 4:19

MURROW:

What do you say to that, Senator Bricker?

KEFAUVER:

Let me just say that I had a telegram just today from a great constitutional lawyer in which he says that the "which" clause that's in the first section that Senator Bricker read, is a shocking attempt to set us back into the very situation of national impotence which is one of the main causes for the downfall of the Articles of Confederation. This is from John W. Davis whom we all know to be a great constitutional lawyer. '28

mw

MURROW:

I think we ought to give Senator Bricker a chance, Estes.

BRICKER

In regards to John Davis. John Davis doesn't want to be guilty of infanticide. He was the one who created the theory through the treaty with Great Britain on migratory birds that led to all the confusion and danger that we are confronted with at this time that makes necessary this Amendment. First of all , I cannot over-emphasize the fact that this does not in any way interfere with the President's treaty power in foreign affairs. ~~I~~ The Pt. will execute treaties just as he always has, they will be ratified by the Senate - by two-thirds vote of those who are voting on it just as they always have. There will be no interference with that in any way, shape or form. What we do ... just a minute. What we do do is prevent the Pt. and two-thirds of the Senate of making domestic law contrary to the provisions of the constitution. Now, Estes said a moment ago -- Senator Kefauver said that George Washington had implored us not to change the constitution casually. Let me emphasize the fact that during his administration, the constitution was changed. The Bill of Rights was submitted by his First Congress and was ratified by three-fourths of the States. Now, what did that do? That wrote indelibly into the constitution ~~with~~ the inalienable rights of the American people, for 150 years. Nobody ever questioned but what those rights were secure.

(MORE)

mw

BRICKER: (CONT'D.)

Then came MISSOURI vs. HOLLAND with the theory that by treaty you can break down the constitution of the U. S. and transfer powers from the states to the Congress. Secretary Dulles said you can transfer them to an international organization likewise. Well then, that was not particularly dangerous because the effects were salutary in that treaty until the sub organizations of the United Nations began to evolve treaties -- some 200 of them -- which would effect the inalienable rights of the American people under the constitution and under Article 6 interpreted as it is by the Supreme Court, they would become the supreme law of the land. They would wipe out state laws, state constitutions, laws of Congress, and cut across the protecting provisions of the Constitution of the U.S. 2:22 ✓

KEFAUVER:

May I have a word to say, Ed?

MURROW:

Go ahead.

KEFAUVER:

In the first place, Senator Bricker's amendment would very drastically alter the treaty making power. Section 2 would make it ... would require that not only it be signed by the President and passed by two-thirds of the Senate as a regular treaty, but it must be passed back through Congress by a majority of the Senate and the House of Representatives, and then be signed by the President again until it becomes domestic law. mw

BRICKER:

I didn't refer to anything of the kind, Estes. You appreciate that.

KEFAUVER:

Well, just a minute, let me explain where it does change drastically the treaty making power - then the second part would be -- which would be valid in the absence of treaty -- that manifestly would prevent the President and the Senate from making treaties that involved domestic state laws; and that's one of the very reasons that the Federal Government was founded, because the states were making separate treaties themselves, and it was necessary to have one Federal Government - one central person operating in the treaty field. That was not first discovered in HOLLAND vs. MISSOURI. As far back as eighteen hundred -- as far back as 1796, the Supreme Court said that in certain fields, the Pt. and the Senate did have a right to make treaties that affected all of the States. 1:20

MURROW:

Well gentlemen -- Senator Kefauver and Senator Bricker, I am sorry we have gone back to the point. We must interrupt this for the time being, Senator Kefauver and Senator Bricker have been discussing the Bricker Amendment, and we will continue with this discussion after this brief word from ALCOA.

COMMERCIAL

mw

MURROW:

As we have discovered, learned lawyers can disagree as to the meaning and the effects of the Bricker Amendment to the Constitution. It has to do with how we conduct our contractual relations with foreign countries. We have asked three distinguished lawyers, one of them a former Justice of the Supreme Court, to give us their opinion. We went first to Cambridge, Massachusetts, to Irwin N. Griswald, the Dean of Harvard Law School.

IRWIN N. GRISWALD:

This is an attack upon the Union itself. Under the Bricker Amendment, we would cease to be one united nation and would revert to the chaos of a collection of a number of semi-independent states. Can you imagine the President negotiating a treaty with a staff made up not merely of representatives of the House and the Senate of the Congress of the U.S., but also of representatives of the House and Senate of each one of the legislatures of all of the 48 states? To adopt the Bricker Amendment would take away a piece of the Presidency. It would split up the treaty power so as to make it not only cumbersome but largely ineffective. Under such an arrangement, the President would no longer be the spearhead of our foreign policy but only a figurehead. The Bricker Amendment would have been rejected by the Constitution makers of 1787. They would have regarded it as wholy inconsistent with the nation they were establishing. Let us be as wise as they were.

1:17

MURROW

From Harvard Law School we went to Georgetown University, Washington, and Professor George A. Finch who teaches International Law. mw

FINCH:

The ordinary concept of a treaty is that it is a contract between nations but in this country we have a unique provision in our constitution that a treaty is also the supreme law of the land superseding all previous Feredal legislation and all State laws and constitutions that may be in conflict with the treaty. The Bricker Amendment has become necessary at this time because of the great enlargement of questions that have become the subject of treaty making, especially since the advent of the United Nations when attempts are being made through the human rights covenant, the Genocide Convention, and other like documents, to prescribe by treaty, the domestic situation of Citizens within their own country towards their own government. We are being presented with treaties governing almost every phase of our internal life; our human relations with each other and with the State; our labor relations; such questions as the protection of motherhood, and a vast array of other subjects that have already been made the subject of treaties under the auspices of the United Nations, or are in the making. Now, it must be realized that when the U.S. ratifies any of these treaties, they, under our constitution, become binding upon our people within the states and within territories with all Federal jurisdiction -- without any action at all by Congress or by the State Legislatures. Now, it is the purpose of the Bricker Amendment to restore the balance between what we regard as essentially our domestic and local affairs and what the administration may regard as proper subjects of international negotiation.

res (MORE)

FINCH:
(CTD)

The Bricker Amendment would declare first that any treaty in conflict with the Constitution would be of no force or effect. It would then declare that no treaty shall become internal law in the U.S. except by competent legislation, so that our people would not be bound by a law which the Congress or State Legislature hadn't properly enacted in accordance with the Constitution. 2:54

MURROW:

Next, Former Justice of the Supreme Court of the U.S. Owen J. Roberts, a Republican, appointed by Hoover in 1930; later, Dean of the Law School at the University of Pennsylvania.

OWEN J. ROBERTS:

At first glance, the Bricker Amendment appears to be perhaps advantageous - certainly not detrimental to the interests of the U.S. When studied in connection with the constitutional system of this country, it turns out to be one of the most dangerous proposals that has ever been made to the people of the U.S. Now, the proposal is - and a most dangerous proposal --- that no treaty shall be valid until both Houses of Congress ratify it, and that it shall not be valid unless it deals with a subject which Congress could implement by legislation.

res

OWEN J. ROBERTS:
(CTD)

Now, that means that in great areas where we may need to make treaties binding on all the people, the treaty may never become enforced, and until every State, by its legislature, passes it. Now this is contrary to the principle of the constitution which by its very words provides that no state may make a treaty with a foreign government, but apart from that, this violates the separation of powers so sedulously provided by the Constitution..
For in order to make a treaty now, the Pt. negotiates it on behalf of the U.S., the Senate confirms it, and it becomes the superior law of the land. The Bricker Amendment provides against a treaty going into force as the Constitution now provides - we are going to practically not get treaties from our friends and other nations because they will feel that after they have signed the treaty -- after they have negotiated with the greatest care, after the Senate has gone over it with a fine toothcomb, and the Senate has turned down treaty after treaty, and it didn't become effective, or made reservations before it became effective, it may not be a treaty for years and may never be a treaty because of all these other hobbles put in the way. Now, I go to one other provision of the Bricker Amendment that I think is even more dangerous than that I mentioned. It is provided that the Congress may regulate the making of Executive agreements by the Pt. Now, there are many things that have to be agreed between nations that don't rise to the dignity of the treaty and need not.
res

OWEN J. ROBERTS:
(CTD)

And from the days of Geo. Washington to this very day, every Pt. of the U.S. has made numerous executive agreements about tariffs, about immigration, about details of those things to implement the Acts of Congress. Indeed, in many cases what is going to happen? Under the decisions of the Supreme Court, the word "regulate" in the Constitution means,-if wanted to,-"to prohibit". So that if Congress wants to prohibit all executive agreements under this language, they can prohibit them. In other words, they can say to the Pt. of the U.S., "You mustn't make any" or "you mustn't make any unless you show them to us -- in advance." Well, the foreign affairs - the details-- the day-to-day give-and-take between nations, will practically be impossible of accomplishment under this provision. So I say that the people of the U.S. ought not to change a provision that has been in the Constitution and has worked. 3:48

MURROW:

We have been considering the Bricker Amendment which proposes to change somewhat the treaty making powers of the Pt. of the U.S. And, as you have heard, we have really only nibbled at the edges of it. Last July, Pt. Eisenhower said that he opposed any amendment that would change the traditional treaty making powers of the Pt. The fate of the Bricker Amendment may well hinge upon whether ~~of~~ or not the Pt. chooses to use his very considerable personal power and prestige either for or against this particular Amendment.
res

MURROW:
(CTD)

We have a tradition in this country - a long habit of thinking and arguing and exposing to the light of day in public opinion, a proposed constitutional amendment. If we pursue that habit, there will be no opportunity and no occasion for anyone to regret the outcome - whatever it may be. We are grateful to those people who have contributed to this discourse tonight.

Good night and good luck.

COMMERCIAL

res

See pg 11

SHOW #19 SEE IT NOW JANUARY 26, 1954

BRICKER AMENDMENT

PAGE ONE

EDWARD R. MURROW:

Good evening. Tonight, on SEE IT NOW, some words from Benjamin Franklin; some words and pictures from Mr. Herbert Hoover; also from John W. Davis and Senator John Bricker, and a report on the coffee crisis. Someone once said that you can always get the truth from a man who is past 70 or who has given up all hope of being President. Mr. Hoover and Mr. Franklin both qualify in this area. The other day the International Benjamin Franklin Society awarded Mr. Hoover a gold medal, and in accepting it, he reminisced a little bit about the "great man" and added a few comments of his own.

HERBERT HOOVER:

This indeed is a Benjamin Franklin Week and it is an evidence that Benjamin Franklin still lives among the American people. Now, my first acquaintance with him began very early, when like most school boys of my day, I received much drilling in Franklin's precepts. They at times seriously limited my freedom of action and my projected enterprises. Especially objectionable was his remark about early to bed and its consequences in health and wealth provided you got up early in the morning.

EDWARD R. MURROW:

Mr. Franklin on the subject of thrift.

ras

HERBERT HOOVER:

Now, aside from human liberty, Ben's great design of American life, or what we call his ideology these days, had its central idea in frugality and thrift and hard work. In fact, he conducted a propaganda campaign onthat subject for some sixty odd years, and his slogan sunk so deep in the american mind that we practiced it for a little while. However, that was before we discovered the theory of spending ourselves into prosperity.

EDWARD R. MURROW:

Mr. Franklin, and Mr. Hoover, on the source of power and politics.

HERBERT HOOVER:

Franklin made one remark that is of powerful weight today. He said that "God helps those who help themselves". That has become the motto of every pressure group in the United States...but I won't pursue that pessimistic subject.

EDWARD R. MURROW:

Mr. Franklin's philosophy on political jobs.

HERBERT HOOVER:

Franklin announced a formula for public office. He said, "Never ask for it; never refuse it; never resign from it". Now, the present administration in Washington has found that the "never resign" part is still in action. But again, I must not pursue that topic here.

ras

EDWARD R. MURROW:

Ben Franklin on controversy and the Republic.

HERBERT HOOVER:

On all controversial matters Franklin was a tolerant soul. He cautioned us that by collision of different sentiments, sparks of truth are struck, and the political light is obtained. I hope so...but I will not illuminate this any further.

EDWARD R. MURROW:

Mr. Hoover on firebrands and dissenters.

HERBERT HOOVER:

Among his friends were Burke and Tom Payne. It is sometimes overlooked that it was Franklin who paid Tom Payne ship fare across the Atlantic, and set that firebrand of liberty on these shores. It was Tom Payne, then a soldier in the Continental Army, who as a ghost writer for George Washington, composed that blazing document which Washington proclaimed to his dejected troops, revitalizing them to the victorious crossing of the Delaware. Tom Payne was the crusading spirit and his rights of man truly stirred the emotions of the colonies for independence and personal liberty to their very depths, but Franklin was the architect of that independence and liberty.

-more-

HERBERT HOOVER: (CTD)

It was Joseph Choate who made that immortal remark that when the spirit of Franklin dies or decays, the sun of America will have begun to set.

Thank you.

EDWARD R. MURROW:

Most of us probably read or listen to the news in the morning with a cup of coffee - but coffee itself has become news. There are predictions that it may go to fifteen cents a cup - perhaps a dollar and twenty cents a pound. So we thought we would take you down to the International Coffee Exchange here in New York where it all happens -- where the coffee is bought and sold. Our reporter, Palmer Williams; Cameraman Leo Rossi.

J.A. HIGGINS, JR:

My name is J.A. Higgins, Jr., a broker on the New York Coffee and Sugar Exchange, and a member of the Public Relations Committee. We are happy to have you, the public, here today with us -- to see us in operation in the coffee futures market. We want to tell you a little about what a futures market is... a futures market where commodities are bought and sold for future delivery.

-more-

ras

J.A. HIGGINS JR. (CTD)

This is probably the least understood market place in the world. This is an open market where the forces of supply and demand come into clash and the price is worked out. These markets -- these future markets have been aptly called servants of producers and consumers because they do the almost magical thing of raising the price for the producer at the same time they lower the price for the consumer -- and I will tell you just why and how. You see the ring in operation here. This man over the other side of the ring is bidding. This man represents a large trade - both of the producers and the consumers. This young man over here to the right normally represents one of the large importing houses. One of the brokers offering to buy March and sell May at ten points which means if he can buy the March contract at ten points under the May, he will do both ends of that trade. That is known as a "switch". I want to emphasize this --- neither this Exchange nor any other futures Exchange makes price. This Exchange - this market no more makes price than a thermometer makes the weather, and this system has been called the finest system of marketing ever devised by the mind of man .

EDWARD R. MURROW

This, too, is part of the Coffee Exchange. Here in the tasting room the endless cupping of the coffee samples which will be on the grocery counters next year.

These experts sniff it and taste it, but no coffee is ever swallowed. It dulls the taste bud.

COFFEE SAMPLER:

We are looking for a mildness and a mellowness in the coffee that we call soft and strictly soft flavor. If that is not there, then we call it harsh, hard, rough, edgey ... other trade terms indicating the degree of lack of mellowness that we find.

ANOTHER COFFEE SAMPLER:

We have another term that's called earthy. That's just like the flavor of the soil in which the coffee in grown - and then we have another term which is called hidei or fomented. That's just what the term implies. It's sourish, strong in flavor, and the blenders particularly try to avoid that kind of coffee because it's detrimental to the overtone of the blends.

EDWARD R. MURROW:

One of the chief critics of the Coffee Exchange is Senator Guy Gillette of Iowa, who thinks coffee trading should be under the control of the Commodities Exchange Authority as on cotton, wheat, corn, and potatoes.

SENATOR GUY GILLETTE:

Coffee occupies a peculiar position. There is no commodity that comes to my mind immediately on which we are more dependent on foreign production than coffee, and relative to which the United States furnishes over 85 percent of the market. I am constrained to conclude because of what has been the result of our investigations that we made before and what is presented now, that there is no such condition of supply and demand as to warrant these increases.

(MORE)

SENATOR GUY GILLETTE: (CTD)

That they are in large measure at least due to the manipulation of the market through the Coffee Exchange ... not only by residents of America but by residents abroad. There is no doubt that there are speculative controls that are manipulating this market, and there's no question that it's up to the Justice Department -- the Legislative Department to take action to protect the American consumer The ... the question is rasied....the criticism is raised that we must maintain the good neighbor policy. I am agreeable to that. We should maintain the good neighbor policy but not at the expense of gouging the American consuming public at the sweet will of a group of gamblers, whether they be American gamblers or South American gamblers.

J.M. O'CONNOR:

Mr. Murrow, I am J.M. O'Connor, the President of the National Coffee Association. Now, people have been asking why the recent increases in the price of coffee. Green coffee prices have been going up because for the past seven years world coffee consumption has been outstripping coffee production. This deficit has been made up from surpluses which were carried over from previous good crops. However, those surpluses have now been depleted. On top of this, Brazil has had two successive crop failures.

EDWARD R. MURROW:

With the possible exception of the housewife, the men caught in the middle are the local grocers across the country, We visited Robert Citrin in his Bronx delicatessen.

ROBERT CITRIN:

Mr. Murrow, my name is Robert Citrin. I own a delicatessen store on Edward L. Grand Highway. A customer come in this morning. She asked me for a pound of coffee and I gave her a pound of coffee. She says, "How much is it?" I said, "A dollar, four cents." She says, "You are a robber. That's too much money for a pound of coffee." I says, "Why don't you buy something else? Buy tea; buy cocoa; buy anything else because coffee's due to the fact because you people come in for the coffee." If everybody will stop buying the coffee -- buy something else, then the coffee will drop. When I used to sell it for thirty-five cents a pound, I used to make as high as eight and nine cents a pound. Now when I sell a pound of coffee I don't make nothing on it. Besides this, we are losing money. They got to put it in a ten-pound bag which cost me almost a cent. We don't get to sell the coffee because maybe tomorrow the coffee will rise. We have to pay as high as maybe a dollar five cents or a dollar seven cents - which a customer come in. She says, "Give me 5 pounds of coffee." I says, Lady, you don't need 5 pounds of coffee." She says, "Why?" I says, "I can't sell 5 pounds of coffee because you are going to hoard it." She says, "I heard on the radio it's going to be a dollar twenty-five cents." I says, "Don't buy the 5 pounds. Give a chance to somebody else. Maybe somebody else will buy another pound of coffee." She says, "I don't care about nobody else."

EDWARD R. MURROW:

Robert Citrin and others have been discussing the coffee prices. It looks as if the prices are going to go up. They also sell a pretty fair cup of coffee at the Waldorf Astoria, and the Aluminum Company of America would like to take you there now . . not for coffee, but to see some automobiles and also to learn something more about aluminum.

COMMERCIAL

5

EDWARD R. MURROW:

The Bricker Amendment limiting the President's treaty making power may reach the floor of the Senate tomorrow or the next day. The President has said he is unalterably opposed to it. Yesterday, the Women For the Bricker Amendment had a meeting in Washington and our camera was there.

MRS. MURRAY:

Will the National Convention of Vigilant Women for the Bricker Amendment please come to order. I am happy to welcome so many of you here today...Vigilant Women and friends and Americans. It gives me a great deal of pleasure now to give to you, Winnie Barker, our National Coordinator.

WINNIE BARKER:

Thank you, Mrs. Murray. When Mrs. Murray asked me to speak this afternoon I didn't know whether I could or not, because I had a lump in my throat and a lump in my heart ... a prayer in my heart. I think we have a great deal to be thankful for today. First of all, we are thankful for this great country of ours and that we still have the right to come here and petition our Congress for what we think is right for our country. Secondly, (APPLAUSE)... secondly, we are very thankful that we have Senator Bricker and his Joint Resolution Number 1. (APPLAUSE). Third, we are thankful because we have Mr. Frank Holman, one of the architects of the Bricker Amendment.

SENATOR BRICKER

Mr. Holman, my friends all, we will need all the help that we can get. There is an organized campaign of opposition with which I was threatened a month ago by those who had no business doing it, and further threats were made in a way on the floor of the Senate today, saying that they had resolutions of organizations representing twenty million people. This group represents America -- not a segment, not a minority group, but the heart and soul of patriotic America. (APPLAUSE) This will preserve the position of the states in our Federal Union and when you destroy the Federal Union, you have destroyed the very foundation of the Republic, and I was not elected to the Senate to let that happen in this country. (APPLAUSE) I will have a lot to say about this in the next few days; but let me say that I appreciate the petitions which you have brought to Washington. The Constitution preserves that right to you -- to petition your Government for the redress of grievances. There are many things in that basic law that we don't want violated. The Congress can't violate them. The States can't -- but now a loophole has been found by the intriguers and by those who will build the international government of one world to which we would be subject, to get through the provisions of the Constitution by treaty law -- knock them down. And that's what we want to prevent. Thank you one and all. I don't want to miss a record vote on the floor.

MRS. MURRAY

Mr. Holman. (APPLAUSE)

kk

MR. FRANK E. HOLMAN

I felt this new concept was so serious that if allowed to flower out and develop, its roots and its trunk and everything would grow right up inside the Constitution and break the Constitution apart and destroy the Federal Republic. Now, Mr. Dulles in his testimony - and at Boston -- he said, "You can trust us. You have got a good administration now." But Jefferson said in substance, "Yes, but trust not in the goodness of man. Tie him down with the chains of the Constitution." (APPLAUSE) How are you going to stop this unless you do exactly what Jefferson did with the Bill of Rights? He said, All right, it may be understood you may have a good administration. You may have some other good administration, but I want it spelled out in language so clear that no Court and no officer of Government will ever misunderstand that freedom of speech and freedom of petition is not to be touched by the Federal Government. I say, with Jefferson, if it were not necessary, what harm can possibly result by writing out so that no officer of government or no court will ever misunderstand that a treaty shall not be superior to the Constitution as Mr. Dulles says it can be. The very fact he said that is the open road. Isn't it? When a man on horseback comes along he can say ... well, back in the Eisenhower administration with the distinguished Secretary of State ... he said a treaty could override the Constitution; that it could transfer power from the Congress to the President. Think of that. With your help and God giving us the time to live it out and to fight it through, and weather the storm of abuse that's been heaped on Senator Bricker and some of the rest of us, we will win this fight and we will save the Republic. (APPLAUSE) 6:06

kk

EDWARD R. MURROW

Back in New York, we asked another constitutional lawyer for his opinion on the Bricker Amendment. This is John W. Davis. He ran against Coolidge for the Presidency in 1924. In his 80 years, he has argued more cases before the Supreme Court than any man who ever lived.

JOHN W. DAVIS

Mr. Murrow, my friends of the audience, I am glad to be here tonight to tell you why I am opposed to the Bricker Amendment. Now, what about the proponents of the Bricker Amendment? I do not doubt their sincerity. I do not think they have any purpose to injure their country. I have no doubt they believe they are engaged in a meritorious and worthy effort. Why should there be so much difference between their points of view and that of men like myself who believe that they are utterly mistaken? I think the trouble with those who put forward the Bricker Amendment is that they are seeing ghosts. They are taking council of their fears. They are imagining all sorts of future disasters which have no substance whatever in point of fact. What is there in the history of this country over a hundred and sixty-four years that leads them to believe that they must change our entire system to ward off impending dangers? Why should the Senate of the United States no longer trust itself to perform its constitutional duty in the ratification of treaty? Why should citizens fear that Senators who have taken an oath to obey the Constitution of the United States would deliberately break it when they come to the formation and the ratification of treaty? What are these dangers that these gentlemen fancy?

-more-

kk

JOHN W. DAVIS (CTD)

It's true there may be proposals in the world which they do not approve, but the Constitution's provided that oath-bound officers shall pass on those proposals before they can become any part of the law or of the treaties of the United States. Somewhere, there must be trust in man. Power may be abused - that's true of all power from a Constable up to a President. Abuse is always possible. But overriding all possibility of abuse, there remains under our system, the power of Congress by statute to abolish or modify what we may have agreed to. The power of Congress by statute or resolution if it so pleases, to override any executive agreement which the President may offer. There is your Court of Appeal and if Congress itself did not choose to act, the Courts remain to strike down any provisional business which violates the Constitution of the United States. Is that not assurance enough? Is there not enough wisdom, integrity, patriotism in men who have been chosen for these great offices? Somewhere -- somewhere trust must be reposed - somewhere power must exist. It will not improve the situation by destroying power in order to prevent its abuse. I hope I have said enough to make it clear that I am against the Bricker Amendment on all counts. Good night.

4:12

EDWARD R. MURROW

For the past few minutes you have been listening to Senator John Bricker, Mr. Frank Holman, and John W. Davis, discussing the controversial Bricker Amendment.

Good night and good luck.

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"SEE IT NOW"

McCARTHY PROGRAMS

MURROW'S REPORT ON SENATOR JOSEPH R. McCARTHY - March 9, 1954

McCARTHY'S REPLY - April 6, 1954

MURROW'S COUNTER-REBUTTAL TO McCARTHY - April 6, 1954

MURROW ROOM FILE #7, DRAWERS "A" and "B" CONTAIN ALL MATERIALS PERTAINING TO SENATOR McCARTHY AND McCARTHYISM.

Mr. Friendly

SEE IT NOW with EDWARD R. MURROW - MARCH 9,1954

MURROW: Good evening. Tonight SEE IT NOW devotes its entire half hour to a report on Senator Joseph R. McCarthy told mainly in his own words and pictures. But first ALCOA would like you to meet a man who has been with them for 50 years.

(COMMERCIAL)

MURROW: Because a report on Senator McCarthy is by definition controversial we want to say exactly what we mean to say and I request your permission to read from the script whatever remarks Murrow and Friendly may make. If the Senator believes we have done violence to his words or pictures and desires to speak, to answer himself, an opportunity will be afforded him on this program. Our working thesis tonight is this question.

"If this fight against Communism is made a fight against America's two great political parties the American people know that one of these parties will be destroyed and the Republic cannot endure very long as a one party system."

We applaud that statement and we think Senator McCarthy ought to. He said it, 17 months ago in Milwaukee.

MC CARTHY: The American people realize this cannot be made a fight between America's two great political parties. If this fight against Communism is made a fight between America's two great political parties the American people know that one of those parties will be destroyed and the Republic cannot endure very long as a one party system.

MURROW: Thus on February 4th,1954, Senator Mc Carthy spoke of one party's treason. This was at Charleston, West Virginia where there were no cameras running. It was recorded on tape.

MC CARTHY: The issue between the Republicans and Democrats is clearly drawn. It has been deliberately drawn by those who have been in charge of 20 years of treason. The hard fact is - the hard fact is that those who wear the label, those who wear the label Democrat wear it with the stain of a historic betrayal.

MURROW: 17 months ago Candidate Eisenhower met Senator McCarthy in Green Bay, Wisconsin and he laid down the ground rules on how he would meet Communism if elected.

EISENHOWER: This is a pledge I make. If I am charged by you people to be the responsible head of the Executive Department it will be my initial responsibility to see that subversion, disloyalty, is kept out of the Executive Department. We will always appreciate and welcome Congressional investigation but the responsibility will rest squarely on the shoulders of the Executive and I hold that there are ample powers in the government to get rid of these people if the Executive Department is really concerned in doing it. We can do it with absolute assurance.

(APPLAUSE)

This is America's principle; Trial by jury, of the innocent until proved guilty, and I expect to stand to do it.

MURROW: That same night in Milwaukee, Senator McCarthy stated what he would do if the General was elected.

MC CARTHY: I spent about a half hour with the General last night. While I can't -- while I can't report that we agreed entirely on everything -- I can report that when I left that meeting with the General, I had the same feeling as when I went in, and that is that he is a great American, and will make a great President, an outstanding President. But I want to tell you tonight, tell the American people as long as I represent you and the rest of the American people in the Senate, I shall continue to call them as I see them regardless of who happens to be President.

MURROW: November 24th, 1953.

MC CARTHY: A few days ago I read that President Eisenhower expressed the hope that by election time in 1954 the subject of Communism would be a dead and forgotten issue. The raw, harsh unpleasant fact is that Communism is an issue and will be an issue in 1954.

MURROW: On one thing the Senator has been consistent... Often operating as a one-man committee, he has traveled far, interviewed many, terrorized some, accused civilian and military leaders of the past administration of a great conspiracy to turn the country over to Communism, investigated and substantially demoralized the present State Department, made varying charges, of espionage at Fort Monmouth. (The Army says it has been unable to find anything relating to espionage there.) He has interrogated a varied assortment of what he calls "Fifth Amendment Communists." Republican Senator Flanders of Vermont said of McCarthy today;

"He dons war paint; he goes into his war dance; he emits his war whoops; he goes forth to battle and proudly returns with the scalp of a pink Army dentist."

Other critics have accused the Senator of using the bull whip and smear. There was a time two years ago when the Senator and his friends said he had been smeared and bull whipped.

MR. KEEFE: You would sometimes think to hear the quartet that call themselves "Operation Truth" damning Joe McCarthy and resorting to the vilest smears I have ever heard. Well, this is the answer, and if I could express it in what is in my heart right now, I would do it in terms of the poet who once said:

Ah 'tis but a dainty flower I bring you,
Yes, 'tis but a violet, glistening with dew,
But still in its heart there lies beauties concealed
So in our heart our love for you lies unrevealed.

MC CARTHY: You know, I used to pride myself on the idea that I was a bit tough, especially over the past 18 or 19 months when we have been kicked around and bull whipped and damned. I didn't think that I could be touched very deeply. But tonight, frankly, my cup and my heart is so full I can't talk to you.

MURROW: But in Philadelphia, on Washington's Birthday, 1954, his heart was so full he could talk. He reviewed some of the General Zwicker testimony and proved he hadn't abused him.

MCCARTHY: Nothing is more serious than a traitor to this country in the Communist conspiracy. Question: Do you think stealing $50 is more serious than being a traitor to the country and a part of the Communist conspiracy?
Answer: That, sir, was not my decision.

Shall we go on to that for a while? I hate to impose on your time. I just got two pages. This is the abuse which is... the real meat of abuse, this is the Official reporter's record of the hearing. After he said he wouldn't remove that General from the Army who cleared Communists, I said: "Then General, you should be removed from any Command. Any man who has been given the honor of being promoted to General, and who says,'I will protect another general who protects Communists,' is not fit to wear that uniform, General."

(APPLAUSE)

"I think it is a tremendous disgrace to the Army to have to bring these facts before the public but I intend to give it to the public, General, I have a duty to do that. I intend to repeat to the press exactly what you said so that you can know that and be back here to hear it, General."

And wait 'til you hear the bleeding hearts scream and cry about our methods of trying to drag the truth from those who know, or should know, who covered up a Fifth Amendment Communist Major. But they say, 'Oh, it's all right to uncover them but don't get rough doing it, McCarthy.'

MURROW: But two days later, Secretary Stevens and the Senator had lunch, agreed on a memorandum of understanding, disagreed on what the small type said.

STEVENS: I shall never accede to the abuse of Army personnel under any circumstance including committee hearings. I shall not accede to them being brow beaten or humiliated. In the light of those assurances although I did not propose cancellation of the hearing, I acceded to it. If it had not been for these assurances, I would never have entered into any agreement whatsoever.

MURROW: Then President Eisenhower issued a statement that his advisers thought censored the Senator, but the Senator saw it as another victory, called the entire Zwicker case "a tempest in a teapot."

MC CARTHY: If a stupid, arrogant or witless man in a position of power appears before our Committee and is found aiding the Communist Party, he will be exposed. The fact that he might be a General places him in no special class as far as I am concerned. Apparently --apparently, the President and I now agree on the necessity of getting rid of Communists. We apparently disagree only on how we should handle those who protect Communists. When the shouting and the tumult dies the American people and the President will realize that this unprecedented mud slinging against the Committee by the extreme left wing elements of press and radio were caused solely because another Fifth Amendment Communist was finally dug out of the dark recesses and exposed to the public view.

MURROW: Senator McCarthy claims that only the left wing press criticized him on the Zwicker case. Of the 50 large circulation newspapers in the country, these are the left wing papers that criticized. These are the ones which supported him. The ratio is about three to one against the Senator. Now let us look at some of these left wing papers that criticized the Senator.

The Chicago Tribune; McCarthy will better serve his cause if he learns to distinguish the role of investigator from the role of avenging angel.

The New York Times; The unwarranted interference of a demagogue - a domestic Munich.

The Times Herald, Washington: Senator McCarthy's behavior towards Zwicker is not justified.

Then Herald Tribune of New York: McCarthyism involves assault on Republican assets.

Milwaukee Journal: The line must be drawn and defended or McCarthy will become the government.

The Evening Star of Washington: It was a bad day for everyone who resents and detests the bully boy tactics which Senator McCarthy often employs.

The New York World Telegram: Bamboozling, bludgeoning, distorting.

St. Louis Post Dispatch: Unscroupulous bullying. What tragic irony - the President's advisers keep him from doing what ever decent instinct must command him to do.

That is the ratio from three to one of the left wing press.

There was one other interesting quote on the Zwicker controversy, and it came from the Senator himself.

MCCARTHY: May I say that I was extremely shocked when I heard that Secretary Stevens told two Army officers they had to take part in the cover up of those who promoted and coddled Communists. As I read his statement, I thought of that quotation "On what meat doth this, our Caesar, feed?"

MURROW: And upon what meat does Sen. McCarthy feed? Two of the staples of his diet are the investigations (protected by immunity) and the half truth. We herewith sumbit samples of both. First, the half truth. This was an attack on Adlai Stevenson at the end of the '52 campaign. President Eisenhower, it must be said, had no prior knowledge of it.

MCCARTHY: I perform this unpleasant task because the American people are entitled to have the coldly documented history of this man who says he wants to be your President. But Strangely, Alger--I mean Adlai...but let's move on to another part of the jigsaw puzzle. While you may think that there can be no connection between the debonair Democrat candidate and a dilapidated Massachusetts barn, I want to show you a picture of this barn and explain the connection. Here is the outside of the barn. Give me the picture of the inside of the barn. Here is the outside of the barn at Lee, Mass. It looks as though it couldn't house a farmer's cow or goat. Here's the inside. (Showing picture) A beautiful, panelled conference room with maps of the Soviet Union. What way does Stevenson tie up with that?

My -my investigators went out and took pictures of the barn after we had been tipped off what was in it. Tipped off that there was in this barn all the missing documents from the Communist front-IPR. The IPR which was named by the McCarran Committee- named before the McCarran Committee as a coverup for Communist espionage. Let's take a look at the photostat of the document taken from the Massachusetts barn. One of those documents which was never supposed to see the light of day. Rather interesting it is. This is a document which shows that Alger Hiss and Frank Coe recommended Adlai Stevenson to the Mount Tremblant Conference which was called for the purpose of establishing foreign policy--post-war policy in Asia. As you know, Alger Hiss is a convicted traitor, Frank Coe is a man who has been named under oath before the Congressional Committee seven times as a member of the Communist Party. Why, why Hiss and Coe find that Adlai Stevenson is the man they want representing them at this conference? I don't know. Perhaps Adlai knows.

MURROW: But Sen. McCarthy didn't permit his audience to hear the entire paragraph. This is the official record of the McCarran hearings and anyone could have bought it for two dollars. Quote: "Another possibility for the Mount Tremblant Conferences on Asia is someone from Knox' office or Stimson's office." (Frank Knox was our wartime Secretary of the Navy; Henry Stimson our Secretary of the Army, both distinguished Republicans) Coe and Hiss mentioned Adlai Stevenson, one of Knox' special assistants and Harvey Bundy, former Assistant Secretary of State under Hoover, and now assistant to Stimson because of their jobs.

We read from this documented record not in defense of Mr. Stevenson, but in defense of truth. Specifically, Mr. Stevenson's identification with that red barn was no more, no less than that of Knox, Stimson, or Bundy. It should be stated that Mr. Stevenson was once a member of the Institute of Pacific Relations. But so were such other loyal Americans as Sen. Ferguson, John Foster Dulles, Paul Hoffman, Henry Luce, and Herbert F. Hoover. Their association carries with it no guilt, and that barn has nothing to do with any of them.

Now a sample investigation. The witness was Reed Harris, for many years a civil servant in the State Department directing the information service. Harris was accused of helping the Communistic cause by curtailing some broadcasts to Israel. Sen. McCarthy summoned him and questioned him about a book he had written in 1932.

MCCARTHY: Mr. Reed Harris, your name is Reed Harris? ANSWER: That's right.

MCCARTHY: You wrote a book in '32, is that correct? ANSWER: Yes, I wrote a book and as I testified in executive session --

MCCARTHY: At the time you wrote the book--pardon me, go ahead, I'm sorry, proceed.

ANSWER: --at the time I wrote the book the atmosphere in the universities of the United States was greatly affected by the great depression then in existence, the attitudes of students, the attitudes of the general public were considerably different than they are at this moment, and for one thing there certainly was no awareness to the degree that there is today of the way the Communist Party works.

MCCARTHY: You attended Columbia University in the early thirties, is that right.

ANSWER: I did, Mr. Chairman.

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MC CARTHY: Will you speak a little louder, sir?
Answer: I did, Mr. Chairman.

MC CARTHY: And you were expelled from Columbia?
Answer: I was suspended. from classes on April 1, 1932. I was later reinstated and I resigned from the University.

MC CARTHY: You resigned from the University. Did the Civil Liberties Union provide you with an attorney at that time?
Answer: I had many offers of attorneys and one of those was from the American Civil Liberties Union, yes.

MC CARTHY: The question is did the Civil Liberties Union supply you with an attorney?
Answer: They did supply an attorney.

MC CARTHY The answer is yes?
Answer: The answer is yes.

MC CARTHY: You know the Civil Liberties Union has been listed as a front for and doing the work of the Communist Party?
Answer: Mr. Chairman this was 1932.

MC CARTHY I know it was 1932, Do you know they since have been listed as a front for and doing the work of the Communist Party?
Answer: I do not know that they have been listed so, sir.

MC CARTHY You don't know they have been listed?
Answer: I have heard that mentioned or read that mentioned.

MC CARTHY You wrote a book in 1932. I'm going to ask you again at the time you wrote this book did you feel that professors should be given the right to teach sophomores that marriage "should be cast off of our civilization as antiquated and stupid religious phenomena?" Was that your feeling at that time?
Answer: My feeling was that professors should have the right to express their considered opinions on any subject whatever they were, sir.

MCCARTHY: I'm going to ask you this question again. ANSWER: That includes that quotation, they should have the right to teach anything that came to their mind as being a proper thing to teach.

MCCARTHY: I'm going to make you answer this. ANSWER: I'll answer yes, but you put an implication on it and you feature this particular point out of the book which of course is quite out of context, does not give a proper impression of the book as a whole. The American public doesn't get an honest impression of even that book bad as it is, from what you are quoting from it.

MCCARTHY: Then let's continue to read your own writings. ANSWER: 21 years ago again.

MCCARTHY: Yes, we shall try and bring you down to date if we can.

ANSWER: Mr. Chairman, two weeks ago Sen. Taft took the position that I taught 21 years ago, that Communists and Socialists should be allowed to teach in the schools. It so happens nowadays I don't agree with Sen. Taft as far as Communist teachers in the schools is concerned because I think Communists are in effect a plainclothes auxiliary of the Red Army, the Soviet Red Army, and I don't want to see them in any of our schools teaching.

MCCARTHY: I don't recall Sen. Taft ever having any of the background that you have got. ANSWER: I resent the tone of this inquiry very much, Mr. Chairman. I resent it not only because it is my neck, my public neck that you are I think very skillfully trying to wring, but I say it because there are thousands of able and loyal employees in the Federal government of the United States who have been properly cleared according to the laws and the security practices of their agencies as I was, unless the new regime says no. I was before.

QUESTION: Do you think this book you wrote then did considerable harm? Its publication might have had adverse influence on the public by an expression of views contained in it?

ANSWER: The sale of that book was so abysmally small, it was so unsuccessful that a question of its influence, really you can go back to the publisher, you'll see it was one of the most unsuccessful books he ever put out. He's still sorry about it just as I am.

QUESTION: Well I think that's a compliment to American intelligence I will say that.

MURROW: Sen. McCarthy succeeded only in proving that Reed Harris had once written a bad book which the American people had proved 22 years ago by not buying it, which is what they eventually do with all bad ideas. As for Reed Harris, his resignation was accepted a month later with a letter of commendation. McCarthy claimed it was a victory. The Reed Harris hearing demonstrates one of the Senator's techniques. Twice he said the American Civil Liberties Union was listed as a subversive front. The Attorney General's list does not and has never listed the ACLU as subversive nor does the FBI or any other government agency. And the American Civil Liberties Union holds in its files letters of commendation from President Eisenhower, President Truman, and Gen. MacArthur.

Now let us try to bring the McCarthy story a little more up to date. Two years ago Sen. Benton of Conn. accused McCarthy of apparent perjury, unethical practice and perpetrating a hoax on the Senate. McCarthy sued for two million dollars. Last week he dropped the case saying no one could be found who believed Benton's story. Several volunteers have come forward saying they believe it in its entirety.

Today Sen. McCarthy says he's going to get a lawyer and force the networks to give him time to reply to Adlai Stevenson's speech. Earlier, the Senator asked, "upon what meat does this our Caesar feed." Had he looked three lines earlier in Shakespeare's Caesar he would have found this line, which is not altogether inappropriate: "The fault, dear Brutus is not in our stars but in ourselves."

No one familiar with the history of this country can deny that Congressional committees are useful. It is necessary to investigate before legislating, but the line between investigation and persecuting is a very fine one and the junior senator from Wisconsin has stepped over it repeatedly. His primary achievement has been in confusing the public mind as between internal and the external threat of Communism. We must not confuse dissent with disloyalty. We must remember always that accusation is not proof and that conviction depends upon evidence and due process of law. We will not walk in fear, one of another. We will not be driven by fear into an age of unreason if we dig deep in our history and our doctrine, and remember that we are not descended from fearful men, not from men who feared to write, to speak, to associate and to defend causes which were for the moment unpopular.

MURROW: This is no time for men who oppose Sen.McCarthy's methods to keep silent, or for those who approve. We can deny our heritage and our history but we cannot escape responsibility for the result. There is no way for a citizen of a republic to abdicate his responsibilities. As a nation we have come into our full inheritance at a tender age. We proclaim ourselves, as indeed we are, the defenders of freedon, what's left of it, but we cannot defend freedom abroad by deserting it at home. The actions of the junior senator from Wisconsin have caused alarm and dismay amongst our allies abroad and given considerable comfort to our enemies, and whose fault is that? Not really his, he didn't create this situation of fear, he merely exploited it and rather successfully. Cassius was right, "The fault, dear Brutus is not in our stars, but in ourselves."

Good night, and good luck.

Mr. Murrow

McCarthy's Reply

SEE IT NOW

APRIL 6th, 1954

MR. MURROW

Good Evening! This is See It Now, presented each week at this time by Alcoa, the Aluminum Company of America.

Tonight's report consists entirely of certain remarks by Senator Joseph R. McCarthy, and in order to present those remarks without interruption, we ask you now to look with us at this report from Alcoa.

(COMMERCIAL)

MR. MURROW

One month ago tonight, we presented a report on Senator Joseph R. McCarthy. We labeled it as controversial. Most of that report consisted of words and pictures of the Senator. At that time we said, if the Senator believes we have done violence to his words or pictures, if he desires to speak, to answer himself, an opportunity will be afforded him on this program.

The Senator sought the opportunity, asked for a delay of three weeks because he said he was very busy and he wished adequate time to prepare his reply.

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MR. MURROW (CTD)

We agreed. We supplied the Senator with a kinescope of that program of March 9 and with such scripts and recordings as he requested. We placed no restrictions upon the manner or method of the presentation of his reply and we suggested that we would not take time to comment on this particular program.

The Senator chose to make his reply on film. Here now is Senator Joseph R. McCarthy, junior Senator from Wisconsin!

SENATOR MC CARTHY

Good evening.

Mr. Edward R. Murrow, educational director of the Columbia Broadcasting System, devoted his program to an attack on the work of the United States Senate Investigating Committee and on me personally as its chairman, and over the past four years he had made repeated attacks upon me and those fighting Communists.

Of course, neither Joe McCarthy nor Edward R. Murrow is of any great importance as individuals. We are only important in our relation to the great struggle to preserve our American liberties.

The Senate Investigating Committee has forced out of government and out of important defense plants Communists engaged in the Soviet conspiracy.

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You know it's interesting to note that the viciousness of Murrow's attacks is in direct ratio to our success in digging out Communists.

Now, ordinarily, I would not take time out from the important work at hand to answer Murrow. However, in this case I feel justified in doing so because Murrow is a symbol, the leader and the cleverest of the jackal pack which is always found at the throat of anyone who dares to expose individual Communists and traitors.

I am compelled by the facts to say to you that Mr. Edward R. Murrow, as far back as twenty years ago, was engaged in propaganda for Communist causes. For example, the Institute of International Education, of which he was the acting director, was chosen to act as a representative by a Soviet agency to do a job which would normally be done by the Russian Secret Police.

Mr. Murrow sponsored a Communist school in Moscow. In the selection of American students and teachers who were to attend, Mr. Murrow's organization acted for the Russian espionage and propaganda organization known as Voks. V-O-K-S. Many of those selected were later exposed as Communists. Murrow's organization selected such notorious Communists as Isadore Bugin, David Zablodowsky (sp). Incidentally, Zablodowsky was forced out of the United Nations, when my chief counsel presented his case to the grand jury and gave a picture of his Communist activities.

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SENATOR MC CARTHY (CTD)

Now, Mr. Murrow, by his own admission, was a member of the IWW - that's the Industrial Workers of the World - a terrorist organization cited as subversive by an attorney general of the United States, who stated that it was an organization which seeks (and I quote) "to alter the Government of the United States by unconstitutional means." Now, other government committees have had before them actors, screen writers, motion picture producers, and others who admitted Communist affiliations but pleaded youth or ignorance. Now, Mr. Murrow can hardly make the same plea. On March 9 of this year, Mr. Murrow, a trained reporter, who had traveled all over the world, who was the educational director of CBS, followed implicitly the Communist line as laid down in the last six months, laid down not only by the Communist Daily Worker, but by the Communist magazine Political Affairs and by the National Conference of the Communist Party of the United States of America. Now, the question: why is it important to you, the people of America, to know why the Educational Director and the Vice President of CBS so closely follows the Communist Party line? To answer that question we must turn back the pages of history. A little over a hundred years ago a little group of men in Europe conspired to deliver the world to a new system, to Communism.

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SENATOR MC CARTHY (CTD)

Under their system, the individual is nothing, the family was nothing. God did not even exist. Their theory was that an all-powerful state should have the power of life or death over its citizens without even a trial, that everything and everybody belonged to the rulers of the state. They openly wrote - nothing secret about it - that in their efforts to gain power, they would be justified in doing anything. They would be justified in following the trail of deceit, lies, terror, murder, treason, blackmail. All these things were elevated to virtues in the Communist rule book.

If a convert to communism could be persuaded that he was a citizen of the world, it, of course would be much easier to make him a traitor to his own country.

Now, for 70 years the communist made little progress. Let me show you a map of the world as it stood in the middle of the First World War, 1917, before the Russian Revolution. You will see that there was not a single foot of ground on the face of the globe under the domination or control of the Communists, and bear in mind that this was only 36 years ago. In 1917, we were engaged in a great world war in defense of our way of life and in defense of American liberty.

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SENATOR MC CARTHY (CTD)

The Kaiser was obliged to divide his armies and fight on both the eastern and western fronts. In the midst of the war, the Russian people overthrew their Czarist master and they set up a democratic form of government under the leadership of Alexander Kerensky. Now, Kerensky's government instantly pledged all-out support to the Allies. At this instant the Imperial German Government secretly financed the return to Russia of seven Communist exiles, led by Nicolai Lenin, exiles that had been forced to flee the country, a rather important event in the history of the world.

Now, once in Russia, by the same methods which the Communists are employing in the United States today, they undermined the army, they undermined the navy, the civilian heads of the government, and in 100 days, those seven communists were literally the masters of Russia.

Now, with all of the wealth of the nation at their command, they proceeded to finance Communist parties in every country of the world.

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They sent to those countries trained propagandists and spies. In every country they, of course, had to find glib, clever men like Edward R. Murrow who would sponsor invitations to students and teachers to attend indoctrination schools in Moscow, exactly as Murrow has done.

They trained Communists in every country in the world. Their sole purpose was to infiltrate the government, and once Communists were in government, they in turn brought others in.

Now, let us look at the map of the world as it was twenty years ago. At that time there was one country with 180 million people in Communist chains. Now, let us look at a map of the world as of tonight, this 6th day of April 1954: Over one-third of the earth's area under Communist control and 800 million people in Communist chains, in addition to the 800 million Communist chains in Europe and Asia.

Finally, the Communists have gained a foothold and a potential military base here in our half of the world, in Guatemala, with the Communists seeping down in to Honduras. My good friends, how much of this was achieved by military force and how much was achieved by traitors and Communist-line propagandists in our own government and in other free governments? Let us start in Europe, if we may?

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They took by military force a little piece of Finland; in the same way they took three small Baltic states, Latvia, Lithuania and Estonia.

They took half of Poland in the same way. They acquired the rest of Poland through Polish traitors and Communists in our own government, who gave American dollars and American support to the Communists in Poland. They took over Romania, Bulgaria and Hungary, without firing a single shot. They did this by the infiltration of Communists in the key spots in the governments. The Communists took over Czechoslovakia without firing a shot. This they did by the infiltration of Communists into the Czechoslovakian Government also.

And listen to what a high official in the anti-Communist government of Czechoslovakia had to say about the Communist enslavement of Czechoslovakia. Here is what he says: He said, "In my country, the pattern was identical to what it is in the United States. If anyone, before the Communists took over, dared to attack those Communists who were preparing and shaping the policy of my government, shaping the policy to betray my people, he was promptly attacked and destroyed by a combination of Communists, fellow travellers and those unthinking people who thought they were serving the cause of liberalism and progress, but who were actually serving the cause of the most reactionary credo of all times, Communism." Still quoting: "Because of those people, night has fallen upon my nation and slavery upon my people."

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SENATOR MC CARTHY (CTD)

Now, shifting to another area of the world, to the East, how about this vast land area and the teaming masses of China? Let's just take a look at that map, if you please. Keep in mind that a few short years ago China was a free nation, friendly to the United States.

Now, let's take a look at that map. Were those 400 million Chinese captured by force of arms? Certainly not. They were delivered, delivered to Communist slave masters by the jackal pack of Communist-line propagandists, including the friends of Mr. Edward R. Murrow, who day after day shouted to the world that the Chinese Communists were agrarian reformers and that our ally, the Republic of China, represented everything that was evil and wicked.

Now, my good friends, if there were no Communists in our government, would we have consented to and connived to turn over all of our Chinese friends to the Russians? Now, my good friends, if there had been no Communists in our government, would we have rewarded them with all of Manchuria, half of the Kurile Islands and one-half of Korea?

Now, how many Americans, how many Americans have died and will die because of this sellout to Communist Russia, God only knows.

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SEN. MC CARTHY:

If there were no Communists in our government, why did we delay for 18 months, delay our research on the hydrogen bomb, even though our intelligence agencies were reporting day after day that the Russians were feverishly pushing their development of the H Bomb? And may I say to America tonight that our nation may well die, our nation may well die because of that 18 months' deliberate delay. And I ask you, who caused it? Was it loyal Americans or was it traitors in our government?

It is often said by the Left Wing that it is sufficient to fight Communism in Europe and Asia, but that Communism is not a domestic American issue. But the record, my good friends, is that the damage has been done by cleverly calculated subversion at home, and not from abroad. It is this problem of subversion that our Committee faces.

Let us very quickly glance at some of the work of our committee, some of the work that has been done in slightly over a year's time: for example, 238 witnesses were examined in public session: 367 witnesses examined in executive session: 84 witnesses refused to testify as to Communist activities on the ground that if they told the truth they might go to jail: 24 wintesses of Communist backgrounds have been discharged from jobs in which they were handling secret, top-secret confidential material--individuals who were exposed before our committee.

SEN. MC CARTHY:

Of course, you can't measure the success of a committee by a box score, based on the number of Communist heads that have rolled from secret jobs. It is completely impossible to even estimate the effect on our government of the day-to-day plodding exposure of communists--and that is, of course, why the Murrow's bleed.

For example, the exposure of only one Fifth Amendment Communist in the government Printing Office, an office having access to secret material from almost every government agency, resulted in an undisclosed number of suspensions. It resulted in the removal of the loyalty board and the revamping of all the loyalty rules so that we do have apparently a good, tight loyalty setup in the Printing Office at this time.

Also, a disclosure of Communists in the military and the radar laboratories resulted in the abolition of the Pentagon Board, which had cleared and ordered reinstated Communists who had for years been handling government secrets.

Also, as a result of those hearings, Army orders have been issued to prevent the recurrence of the Major Peress scandal which was exposed by the committee.

Now, to attempt to evaluate the effect of the work on an investigating committee would be about as impossible as to attempt to evaluate the effect of well-trained watch dogs upon the activities of potential burglars.

mr

SEN. MC CARTHY:

We Americans live in a free world, a world where we can stand as individuals, where we can go to the church of our own choice and worship God as we please, each in his own fashion, where we can freely speak our opinions on any subject or on any man.

Now, whether we shall continue to so live has come to issue now. We will soon know whether we are going to go on living that kind of life or whether we are going to live the kind of life that 800-million slaves live under Communist domination.

The issue is simple: it is the issue of life or death for our civilization.

Now, Mr. Murrow said on this program--(and I quote)- He said: "The actions of the junior Senator from Wisconsin have given considerable comfort to the enemy." That's the language of our statute of treason, rather strong language.

If I am giving comfort to our enemies, I ought not to be in the Senate.

SEN. MC CARTHY

If on the other hand, Mr. Murrow is giving comfort to our enemies, he ought not to be brought into the homes of millions of Americans by the Columbia Broadcasting System. This is a question which can be resolved with very little difficulty. What do the Communists think of me and what do the Communists think of Mr. Murrow? One of us is on the side of the Communists; the other is against the Communists, against Communist slavery.

The Communists have 3 official publications in America. These are not ordinary publications. They have been officially determined to be the transmission belts through which Communists in America are instructed as to the party line, or the position which Communists writers and playwrights must take. Also, of course, telecasters, broadcasters. The first of these is a booklet which I would like to show you, if I may. It's entitled "The Main Report Delivered at the National Conference of the Communist Party of the USA," published in New York in October 1953. The report states: (QUOTE) "the struggle against McCarthyism is developing currently along the following main lines." Keep in mind this is the Communist publication giving instructions to the members of the Party on the following main lines: Struggle against witch-hunting, struggle against investigations of the McCarthy-McCarran type, and defense of the victims of McCarthyism, such as Owen Lattimore, etc. In addition there is the direct attack on McCarthy."

mr

SEN. MC CARTHY:

May I ask you, does that sound somewhat like the program of Edward R. Murrow on March 9, over this same station?

In this report the Communists do not hesitate to instruct, to instruct the comrades that their fight on McCarthy is only a means to a larger end. Again let me quote from the insturctions from the Communist Party to its membership, from page 33. (I quote:) "Our main task is to mobilize the masses for the defeat of the foreign and domestic policies of the Eisenhower Administration and for the defeat of the Eisenhower regime itself. The struggle against McCarthyism contributes to this general objective."

There's one more quotation, if I may, from page 31 of these instructions from the Communist Party to its members (I quote:) "Since the elections, McCarthyism has emerged as a menace of major proportions." I think maybe we know what the Communist Party means by a menace of major proportions. They mean a menace of major proportions. They mean a menace of major proportions to the Communist party.

Now let's take 30 seconds or so, if we may, to look a little further to see who is giving comfort to our enemies. Here is a Communist Daily Worker of March 9, containing 7 articles and a principal editorial, all attacking McCarthy, and the same issue lists Mr. Murrow's program as -- listen to this -- "one of tonight's best bets on TV."

mr

SEN. MC CARTHY

And then just one more. Here's the issue of March 17. Its principal front-page article is an attack on McCarthy. It has 3 other articles attacking McCarthy. It is a special article by William Z. Foster, the head of the Communist Party in America, and now under indictment on charges of attempting to overthrow this government by force and violence. This article by Foster, praising Edward R. Murrow.

Just one more, if I may impose on your time, the issue of March 26. This issue has 2 articles attacking witch-hunting. 3 articles attacking McCarthy, a cartoon of McCarthy, and an article in praise of Mr. Edward R. Murrow.

And now I would like to also show you the Communist political organ, entitled Political Affairs. The lead article is a report dated November 21, 1953 of the National Committee of the Communist Party of the United States, attacking McCarthy and telling how the loyal members of the Communist Party can serve their cause by getting rid of this awful McCarthy.

Now, as you know, Owen Lattimore has been named as a conscious, articulate instrument of the Communist conspiracy. He has been so named by the Senate Internal Security Committee. He is now under criminal indictment for perjury. With respect to testimony in regard to his Communist activities, in his book "Ordeal by Slander", he says -- and I think I can quote him verbatim -- he says: "I owe a very special debt to men I have never met. I must mention at least Edward R. Murrow."

mr

SENATOR MC CARTHY

Then there is the book by Harold Laski, admittedly the greatest Communist propagandist of our time in England. In his book, "Reflections on the Revolution of Our Times," he dedicates the book "To my friends, E. R. Murrow and Lanham Tichener, with affection."

I am perfectly willing to let the American people decide who is giving comfort to our enemies. Much of the documentation which we have here on the table tonight will not be available to the American people by way of television. However, this will all be made available to you within the next two weeks.

In conclusion, may I say that under the shadow of the most horrible and destructive weapons that man has ever devised, we fight to save our country, our homes, our churches, our children. To this cause, ladies and gentlemen, I have dedicated and will continue to dedicate all that I have and all that I am, and I want to assure you that I will not be deterred by the attacks of the Murrows, the Lattimores, the Fosters, the Daily Worker, or the Communist Party itself.

Now, I make no claim to leadership. In complete humility, I do ask you and every American who loves this country to join with me.

MR. MURROW:

That was a film of Senator Joseph R. McCarthy, presented at our invitation. It was in response to a program we presented on March 9th. This reporter undertook to make no comment at this time, but naturally reserved his right to do so subsequently. Good night, and Good Luck!

mr

from:
COLUMBIA BROADCASTING SYSTEM, INC.
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April 6, 1954

FOR IMMEDIATE RELEASE

STATEMENT BY EDWARD R. MURROW ON
SENATOR McCARTHY'S BROADCAST ON "SEE IT NOW," APRIL 6, 1954

Senator McCarthy's reckless and unfounded attempt to impugn my loyalty is just one more example of his typical tactic of attempting to tie up to Communism anyone who disagrees with him. I now join the distinguished list upon which already appear the Washington Post, the Milwaukee Journal, Time Magazine, Commonweal, the Christian Science Monitor and General Marshall, among others. The Washington Post is characterized by Senator McCarthy as "the Washington edition of the Daily Worker"; the Milwaukee Journal as "the Milwaukee edition of the Daily Worker"; Time Magazine as having a purpose to "obstruct the fight against Communists"; Commonweal, a leading Catholic weekly, as having done "a great service to the Communist party"; the Christian Science Monitor as paralleling the Daily Worker in "venomous, distorted" stories; and General Marshall as "always and invariably serving the world policy of the Kremlin."

Senator McCarthy plays upon this nation's determination to protect itself against Communism as a means of creating distrust of anyone who criticizes him no matter how devoted to our American institutions the critic may be. I take no back seat to Senator McCarthy or anybody else in my dedication to this country and to its aims and ideals, nor are my views about the danger of Communism or Communist

(More)

infiltration into the affairs of this country less uncompromising than those presumably held by the Junior Senator from Wisconsin. It is my devotion to the principles upon which this nation rests -- justice, freedom and fairness -- which sets me apart from Senator McCarthy. I would like to repeat the thought I expressed in answer to an earlier attack on me by Senator McCarthy: When the record is finally written, as it will be one day, it will answer the question who has helped the Communist cause and who has served his country better, Senator McCarthy or I. I would like to be remembered by the answer to that question.

Here are comments on the specific points raised by Senator McCarthy tonight:

1. One charge is that by my own admission I was a member of the IWW. That is false. I was never a member of the IWW. I never applied for membership. I assume that this false charge was manufactured by Senator McCarthy from the fact that in summers during college and during one year before college in the mid-twenties, I worked in lumber camps in the Pacific Northwest, where remnants of the old World War I IWW movement were still found among the lumber workers. But never was I a member or supporter of the IWW, nor did I ever work with that organization.

2. Another charge is that Professor Harold Laski dedicated a book to me. That is true. The book was published in this country in 1943. Professor Laski was a British scholar and Socialist politician. He was a friend of mine.

(More)

He is dead. He was a Socialist. I am not. There are many contentions in his book with which I do not agree. LASKI ~~He~~ was one of those civilized individuals who did not insist upon agreement with his political ideas as a pre-condition for friendship or conversation. Senator McCarthy's implication that Laski's book was dedicated to me as a supporter of his views is refuted by Laski's introduction to his book, written in the third year of Britain's war against the Nazis, in which he said:

> ". . .our country owes an immense debt to Mr. E. R. Murrow. Day and night since before the war began he has done everything that courage and integrity can do to make events in this country a living reality to his fellow citizens of the United States. I am only one of the many Englishmen who have found in his faith and trust in our people a new power to endure and hope."

This was a reference to broadcasts to the United States which I made from London in my capacity as European Director of CBS News throughout the war years.

3. Another accusation against me is that Owen Lattimore mentions me in his book, Ordeal by Slander, published in 1950. At page 211 occurs the reference to me. After paying tribute to a number of newspaper and radio reporters who knew him personally and whose reporting and editorial work were, to quote Lattimore, "clearly based upon the ancient principle that I was innocent unless proved guilty," Lattimore goes on to express appreciation to reporters whom he had never met before the hearings and to reporters whom, like me, he has

(More)

never met. There were no complaints about my treatment of the Lattimore case by those who were interrogating him. Everything that I said on that case is a matter of record and can be examined by anyone interested. Within the limits of human fallibility I have attempted when reporting controversies of substance involving an individual to present both sides of the case and not to presume guilt until it has been proven. I shall continue to do that in subsequent controversies and that specifically includes the case of Senator McCarthy.

4. Senator McCarthy's principal attack on me is an attack on the Institute of International Education, of which I was assistant director and am now a trustee. He says that it was chosen by the Soviet agency, VOKS, to act as its representative, to do a job which would normally be done by the Russian Secret Police in connection with the selection of American students and teachers to attend a Communist school in Moscow in 1934. That is false.

The facts are these: The Institute of International Education is an institution which was founded in 1919 largely through the efforts of Nicholas Murray Butler, then President of Columbia University. Its purpose was to improve American relations with foreign countries through exchanges of students and educational facilities. I served as Assistant Director from 1932 to 1935 and have been one of its trustees since 1931. It is an association I am proud of and one in which I have had many distinguished associates -- John Foster Dulles, Milton Eisenhower, Ralph J. Bunche, Virginia Gildersleeve, Philip Reed, to name just a few.

In 1934, the Moscow University had organized an Anglo-American Institute which proposed holding summer sessions in Moscow for English

(More)

and American students. The Institute of International Education acted as American sponsor for the summer session in 1934, as it did for summer schools in other countries, including England, France and Germany. I, as a representative of the Institute of International Education was one of the 24-member National Advisory Council which was set up to advise the director of the American group. All of the members of the Advisory Council were selected by the Institute. None was selected by VOKS, or any other Soviet agency. The American group was open to all academically qualified students who applied for registration and included students from 60 American universities and colloges. The only contact which VOKS had with the American group was in connection with procuring living and travel facilities for the group while it was in Russia. Inasmuch as VOKS was the Soviet bureau in charge of such matters for foreign visitors, contact with it was necessary if the students were to sleep and eat.

As for the Senator's charges that I or the Institute was engaged in propaganda for Communist causes, the measure of the truth of this is that the Soviets refused, after the 1934 summer session, to have anything more to do with the Institute of International Education. It refused to permit students to attend the 1935 session under the Institute's auspices. When the Institute tried -- at the request of the United States Government -- to arrange for American students to go to Russia after World War II, it was met with a Soviet blast, appearing in several Communist publications in Europe, calling it and its program "the centre of international propaganda for American reaction," and charging, among its trustees, John Foster Dulles as ". . .one of the most violent of the war mongers, publicly branded by

(More)

A. Y. Vyshinski." I was favored in that same attack with the tag "reactionary radio commentator."

The Institute of International Education is today the contracting agency for the government of this country in administering various student programs abroad. It also administers student programs under the Fulbright Act and the Smith-Mundt Act. Over the course of the years, it has arranged, in all, some 30,000 exchanges of students and professors between the United States and over 50 foreign countries.

In 1948, President Eisenhower said of its work:

> "In these troubled days, the far-sighted policy of international education has become a firm foundation on which will ultimately rest the peace for which all the world is so earnestly yearning. I can assure you of my very best wishes and my full cooperation in the great achievements that lie ahead for the Institute of International Education."

I believed twenty years ago, and I believe today that mature American students and professors can engage in conversation and controversy, in the clash of ideas with Communists anywhere, without becoming contaminated or converted. To deny this would be to admit that in the realm of ideas, faith and conviction the Communist cause, dogma and doctrine are stronger than our own.

5. Senator McCarthy attacked me because the Daily Worker on March 9th listed my television program as a "good bet" -- also, that in two subsequent issues this paper praised me. I cannot take responsibility for what the Daily Worker or any other publication has to say about my program or about me personally. I can say that I had no

(More)

knowledge that I was to be the subject of notice by the Daily Worker or any other Communist publication. This is more than Senator McCarthy can say about the Communist support he accepted in aid of his 1946 campaign for the United States Senate.

Here is an example of what Senator McCarthy calls "praise" by William Z. Foster in the March 17th issue of the Daily Worker: "During the past 10 days Senator McCarthy has received a number of resounding belts in the jaw. These came from Adlai Stevenson, E. R. Murrow, Senator Flanders, the Army leadership, broadcasting companies. Even Eisenhower himself had to give McCarthy a slap on the wrist." This is the sole reference to me in the Foster article.

6. With his massive research on me the Senator could not even get my present relationship with CBS straight. He repeatedly referred to me as the Educational Director of the Columbia Broadcasting System, a position I have not held for seventeen years.

* * *

"SEE IT NOW"

THE ANNIE LEE MOSS PROGRAM

March 16, 1954

FOR REFERENCE:

Michael Dennis Murray, SEE IT NOW VS McCARTHYISM: DIMENSIONS OF DOCUMENTARY PERSUASION, Ph.D. Dissertation Presented to the Faculty of the Graduate School, University of Missouri--Columbia, May 1974.

(On Bookshelf)

CRITICAL EXAMINATION OF:

THE CASE OF LIEUTENANT MILO RADULOVICH

ARGUMENT IN INDIANAPOLIS

A REPORT ON SENATOR JOSEPH R. McCARTHY

✓ANNIE LEE MOSS BEFORE THE McCARTHY COMMITTEE

SENATOR McCARTHY'S REPLY

Petticrew, C. R.

April 29, 1959

Dear Mr. Petticrew:

I have your letter of April 2nd concerning the matter of Annie Lee Moss.

I am enclosing a script of the program to which you refer, and if you will read it, you will note that I never attempted to judge Annie Lee Moss. In the program, it was simply stated, "You will notice that neither Senator McClellan, nor Senator Symington, nor this reporter knew or claim that Mrs. Moss was or is a Communist. Their claim was simply that she had the right to meet her accusers face to face. Senator McCarthy claimed that Mrs. Moss had access to the code room. The Army denies it. That ought to be easy enough to prove".

In 1954, we did not consider it important that we decide whether or not Mrs. Marhoard, the witness, was correct in stating that Mrs. Moss was a Communist. This we left to the due process of law - we still do. It was merely our purpose, as reporters, to hold up a mirror to something that happened during the week of March 16, 1954 in Washington.

Sincerely yours,

Mr. C. R. Petticrew
366 West 62 Street
Indianapolis 8, Indiana

mc

April 2, 1959

Mr. Edward R. Murrow, Vice President
Columbia Broadcasting System
485 Madison Avenue
New York 26, New York

Dear Mr. Murrow:

Your "Person-to-Person" is of course one of the outstanding programs on T-V and I have enjoyed it on numerous occasions. Furthermore, I consider that I have a second point of contact with you, since I was a member of your audience a few years ago when you addressed our American Life Convention at the Edgewater Beach Hotel (Chicago) in October.

My purpose in writing today is that it is my recollection that you made either a radio broadcast or a telecast, or both, back in 1954 or 1955, stating that Senator McCarthy erred when he named Annie Lee Moss as a former member of the Communist Party. As I recall you were extremely critical of Senator McCarthy and you used his accusation of this woman as an example of his "loose charges" and "persecuting methods."

Now it is my understanding that a report issued by the Subversive Activities Control Board, dated September 19, 1958, shows that Annie Lee Moss, according to the Communist Party's own records introduced into evidence, actually was a member of the Party in the 1940s.

In the interests of accurate reporting, do you think any correcting statement should be made, or have they already been made?

Sincerely yours,

C R Petticrew

C. R. Petticrew, CLU
366 West 62nd Street
Indianapolis 8, Indiana
CRP:mdc

COLUMBIA BROADCASTING SYSTEM, INC.

485 Madison Avenue, New York 22, New York · Plaza 1-2345

SEE IT NOW
EDWARD R. MURROW
FRED W. FRIENDLY

January 21, 1959

Dear Mr. Hibbs:

Having spent part of my boyhood selling The Saturday Evening Post and my middle age as a partner of Edward R. Murrow, I feel my loyalty to both requires this letter.

An editorial in the December 27 issue of The Saturday Evening Post refers to Annie Lee Moss and a Murrow television program of 1954. In spite of my reverence for the Post's accuracy, I doubt if the person who wrote the editorial checked the broadcast. A copy of a SEE IT NOW book, which includes the script of the program, is attached and, if you will read it you will note that Murrow never attempted to judge Annie Lee Moss. We simply stated, "You will notice that neither Senator McClellan, nor Senator Symington, nor this reporter know or claim that Mrs. Moss was or is a Communist. Their claim was simply that she had the right to meet her accusers face to face. Senator McCarthy claimed that Mrs. Moss had access to the code room. The Army denies it. That ought to be easy enough to prove".

In 1954, we did not consider it important that we decide whether or not Mrs. Markward, the witness, was correct in stating that Mrs. Moss was a Communist. This we left to the due process of law - we still do. It was merely our purpose, as reporters, to hold up a mirror to something that happened during the week of March 16, 1954 in Washington.

Respectfully,

Fred W. Friendly

Mr. Ben Hibbs
Editor in Chief of
The Saturday Evening Post
Independence Square
Philadelphia
Pennsylvania

FWF/hl
att. book

Moss, Annie Lee.

CBS NEWS

Office Communication

to: Mr. Murrow

from: Sheila Hogg

October 31, 1958

Alice Widener, column writer for a magazine syndicate and president of U.S.A. Magazine, has telephoned twice to ask what your position is, now that Annie Lee Moss has been proved by the Government to be a card-carrying Communist. She said that this was in all the papers. Neither the Times nor the Tribune, nor A.P. nor U.P. carried anything about it, but I found a piece in yesterday's Daily News (attached). When she first called, I said I could not answer for you, and she asked to be transferred to John Day. I have since discovered that John Day was out, and she was transferred to Sig Mickelson. She asked him for a CBS statement, implying that CBS had been duped into portraying Mrs. Moss as a martyr. I understand that he did not give one, feeling that with so little news coverage, it was not sufficiently important and that, in any case, we had not been duped. She then called Michael Horton, who does public relations for News. He said that she was going to quote to her the summing up which you gave at the end of that program.

She has a 4 p.m. deadline, and wants a statement from you as she says she is getting calls from all over the country asking specifically for your views.

She never called back.

If she wants a script of the show O.K. but that's all. no new statement.

DAILY NEWS, THURSDAY, OCTOBER 30, 1958 • 6

U.S. Admits Ex-Red Stays in Army Job

By JERRY GREENE

Washington, Oct. 29 (NEWS Bureau).—A Pentagon spokesman said today that despite new and unchallenged evidence that Mrs. Anna Lee Moss was a card-carrying Communist in the 1940s, she remains on duty as a statistical expert in the Army Finance Office and there are no plans to remove her.

Mrs. Moss, a Negro who moved swiftly from a cafeteria clerk to a sensitive spot in the Pentagon's code room, was a key figure in one of the most explosive probes of the old McCarthy investigating committee in 1954.

She denied all charges of an FBI undercover agent, Mrs. Mary Stalcup Markward, that she had been an active Communist. It was, Mrs. Moss testified, clearly a case of mistaken identity. Eventually she was restored to her civil service job but was transferred to a "nonsensitive" post.

Mrs. Anna Lee Moss
Her record is not disputed.

Case Wide Open Again

Her case went to the Subversive Activities Control Board, which ruled against her, and she won a rehearing through the Circuit Court of Appeals. Now the case has broken wide open again through an 18-page recommendation by Francis A. Cherry, board examiner member, reaffirming the earlier decision.

The Cherry recommendations are up before the whole board of five and it may be weeks before there is a final decision. One member of the board, unidentified, disqualified himself.

Cherry, labeled a moderate, is a former Governor of Arkansas. He was harsh in his comments about Mrs. Markward, accusing her of some false testimony about the amount of money she was paid by the FBI as an informant —a total of $24,026.45 over a period of 10 years.

Cites Party Records

But he was rougher regarding Mrs. Moss, and revealed that authentic party records substantiate the case against her.

"The party's own records, copies of which are now in evidence, and the authenticity of which it does not dispute, show an Annie Lee Moss, 72 R St. SW, Washington, D. C., was a party member in the mid 1940s," the report read.

"Yet, respondent on several occasions charged before the Court of Appeals and the board that witness Markward committed perjury in testifying before the Defense Department to what the party's own records showed . . . the party declined to cross-examine witness Markward on the Moss question after copies of the party's own records were produced to it."

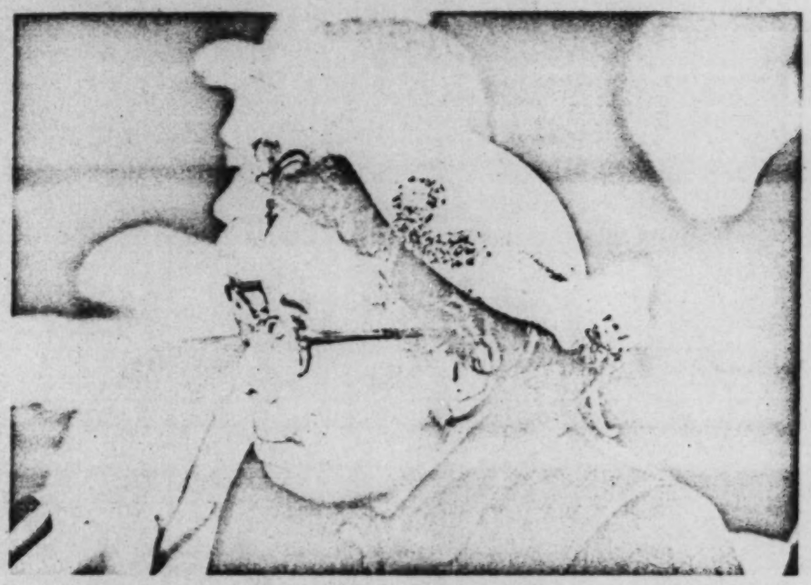
Cherry made clear that his board had all available documents on hand and he has had closest cooperation with the courts and the FBI.

The Pentagon's stand today on Mrs. Moss was based on the controversial Supreme Court rulings that a civil servant is no security risk if not in a classified job.

"See It Now" devoted several programs to the activities of Senator Joseph R. McCarthy, Republican, Wisconsin. The March 9, 1954, "Examination" and his "Rebuttal" on April 6 were the most publicized. It is, however, possible that the Annie Lee Moss report of March 16, 1954, was the most unpremeditatedly analytical report that the program attempted. It required no editorial comment at the time, nor does it now. It happened in a single afternoon in a Senate hearing room. That which follows is the complete transcript of the "See It Now" telecast. The actual hearing lasted some two hours and is contained in the Subcommittee record, 83rd Congress, 2nd session, pursuant to S. Res. 189.

ANNIE LEE MOSS BEFORE THE McCARTHY COMMITTEE

MARCH 16, 1954



EDWARD R. MURROW: Good evening. Permit me to read what has been said in substance on this program before. This program is a weekly document for television, both live and on film, and is not designed to present hard, fast-breaking news. I and my co-editor, Fred Friendly, have been delegated the responsibility for its content. "See It Now" operates under the broadcasting policies set by CBS. Last week we made a report on Senator Joseph R. McCarthy. We labeled it as by definition, controversial. In accordance with CBS policy of fairness and equality, we offered the Senator time to reply tonight, or a week from tonight. He suggested the date of April 6, and we accepted; and he now says he will appear on that date. On "See It Now" we occasionally use the phrase "the little picture." Tonight we bring you a little picture of a little woman, Mrs. Annie Lee Moss, and the due process of law. Until three weeks ago, Mrs. Moss probably knew very little about Senator McCarthy, General Zwicker, Mr. Cohn, or the other principals engaged in the argument in Washington.

Let me attempt to get the chronology of the events straight.

On Washington's birthday, February 22, Monday, Senator McCarthy and Secretary of the Army Stevens were in total controversy over the General Zwicker case. Both men spoke in or near Philadelphia that Monday, and both returned to Washington for their big showdown scheduled for Thursday.

But when Senator McCarthy arrived back in Washington later that afternoon he had some added news for the country and the Army and Secretary Stevens. It was the lead story right across the country. The New York Times, for example, said: "McCarthy Asserts He Has a New Red Link to Army." The New York Daily News said: "McCarthy Calls Extra Hearing—New Army Red Case on Today." Cincinnati Enquirer: "McCarthy to Air New Case of Known Red in Army." The Houston Chronicle: "Call Army Code Clerk Ex-Red." Chicago Daily Tribune: "Probe New Army Red Case." My own nightly radio program covered it by saying: "Senator McCarthy charged today that the Army now employs a woman in its code room who was and still may be an active Communist."

Now, on Tuesday, February 23, Mrs. Mary Stalcup Markward, who had been an undercover agent in the Communist Party for the FBI, testified about Mrs. Moss. I quote from the official record which is just here:

The Chairman (Senator McCarthy): "The principal reason you are testifying this morning is because we understand that a woman who is currently employed by the Department of the Army—and her job description places her in the Army's code room in the Signal Corps—handling the encoding and decoding of confidential and top-secret messages may have been a member of the cell that you have full information about, that you may have collected her dues. This woman's name is Annie Lee Moss. I wonder if you would tell us now whether or not, early in 1944, you gave reports to the FBI on Annie Lee Moss." Mrs. Mary Stalcup Markward: "I did." Chairman: "Would you tell us what you told the FBI in those reports?" Mrs. Markward: "I recall, sir, that I had a woman by the name of Annie Lee Moss on the list of card-carrying, dues-paying members of the North East Club; and at that period in the history of the Communist Party, detailed lists were kept." Chairman: "Was Annie Lee Moss a member of the Communist Party?" Mrs. Markward: "She was." Chairman: "You collected dues from Annie Lee

Moss?" Mrs. Markward: "I was not specifically the dues collector at that point. I was the chairman of the club. I had overall responsibility for the dues collection, but I was not actually handling the funds."

Three pages later (again quoting from the official record):

Senator McClellan: "May I inquire of the witness, did you know her personally, so you could identify her as a person, or was it only as a name to you—as a member of the Communist Party?" Mrs. Markward: "I don't specifically recall that I do know her as a person. I don't recall that I *don't* know her as a person, either. I just have no specific recollection on that point."

Wednesday, February 24, Mrs. Annie Lee Moss appeared as a witness from her sickbed at home. She had denied ever being inside a code room. Senator McCarthy said he had sworn testimony she had been a Communist. He warned her not to perjure herself by denying it; suggested she was too ill to testify. Mrs. Moss and her lawyer agreed she was too ill. She promised to return at a later date.

Mrs. Moss was very much in the news later that same Wednesday afternoon when Senator McCarthy and Secretary Stevens had their now famous luncheon, and the McCarthy-Stevens showdown scheduled for the next day, Thursday, was called off; and on that Thursday the Army suspended Mrs. Moss. Finally, last Thursday, March 11, Mrs. Annie Lee Moss was called before the Committee again, and this is what our cameraman, Charles Mack, saw through his camera.

SENATOR JOSEPH R. MCCARTHY: The Committee will come to order. Have the records show that all of the members of the Sub-Committee were notified of the time and place of the hearing; that the hearing was scheduled for this morning originally, but because some Senators felt they could not attend it was shifted to this afternoon. Who is your first witness, Mr. Cohn?

COHN: Mrs. Annie Lee Moss, Mr. Chairman.

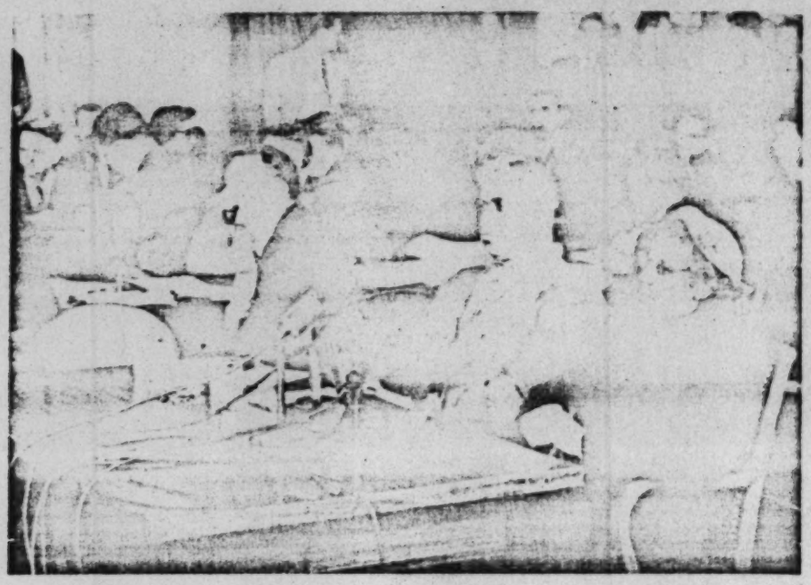
MCCARTHY: Mrs. Morse? [TO COHN] Is that Moss or Morse?

COHN: Moss.

MCCARTHY: Mrs. Moss, will you raise your right hand and be sworn? In this matter now in hearing before the Committee, do you solemnly swear to tell the truth, the whole truth, and nothing but the truth?

MRS. MOSS: I do.

COHN: May we get your full name for the record, please?



MRS. MOSS: Annie Lee Moss.

COHN: M-o-s-s?

MRS. MOSS: That's right.

COHN: And where do you reside, ma'am?

MRS. MOSS: 1244 Evarts Street, Northeast.

MCCARTHY: Mrs. Moss, let me say for the record, for your information, and for the information of your counsel, that you are not here because you are considered important in the Communist apparatus. We have the testimony that you are or have been a Communist. We are rather curious, however, to know how you suddenly were shifted from—ah—a worker in a cafeteria to the code room. In other words—ah—I am today much more interested in the handling of your case by your superiors than in your own personal activities. However, the counsel will question you about your own activities also.

MRS. MOSS'S COUNSEL: Mr. Chairman—

MCCARTHY: We will not hear from counsel. You've been told what the rule is. If you have anything to say, say it through your client.

COHN: Did you begin work with the General Accounting Office in 1945?

MRS. MOSS: Yes, sir.

COHN: And prior to that time, had you been a cafeteria worker?

MRS. MOSS: Yes, I have.

COHN: I see. Now, while in the Pentagon—since 1950, have you had any connection with coded messages? Have you ever handled coded messages?

MRS. MOSS: No more than to transmit them.

COHN: Pardon me?

MRS. MOSS: No more than to transmit the message.

COHN: No more than to transmit them. Did you transmit coded . . .

MRS. MOSS: Receive and transmit the messages. That's all I had to do. And then, the code room—I have never been into the code room in my life.

MCCARTHY: Do you know the—the type of classification? Do you know if they were Secret, Top Secret, Confidential?

MRS. MOSS: No, sir.

MCCARTHY: In other words, you wouldn't know the degree of classification?

MRS. MOSS: No, sir.

MCCARTHY: I see.

COHN: Now, the Committee has had testimony, of which I know you and counsel are familiar, to the effect that you were at that time a member of the Northeast Club of the Communist Party. Now, is that testimony true?

MRS. MOSS: No, sir. It is not.

COHN: It is not?

MRS. MOSS: Not at any time have I been a member of a Communist Party, and I have never seen a Communist card.

COHN: You have never seen a Communist card?

MRS. MOSS: That's right.

COHN: Have you ever attended any Communist meetings?

MRS. MOSS: No, sir. I never attended any Communist meetings.

COHN: Have you ever subscribed to the Daily Worker?

MRS. MOSS: No, sir. I didn't sus—subscribe to the Daily Worker, and I wouldn't pay for it.

MCCARTHY: You say that you never have been a member of the Communist Party?

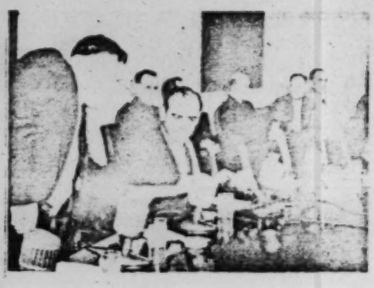
MRS. MOSS: No, sir. I have not.

MCCARTHY: Ah—now, Mrs. Markward, who is working for the FBI—who joined the Communist Party under orders from the FBI—has testified that while she never met you personally at a Communist meeting, that your name was on the list of Communists who were paying dues. Can you shed any light upon that?

MRS. MOSS: No, sir. I don't even know what the dues are or where they were paid.

MCCARTHY: Do I understand you have never paid any money to the Communist Party? Is that correct?

MRS. MOSS: That's right.



MCCARTHY: You have never paid any dues to anyone whom you thought was collecting them for the Communist Party?

MRS. MOSS: That's right.

MCCARTHY: And you've never attended any Communist meetings?

MRS. MOSS: No, sir. I have not.

MCCARTHY: Uh—Mr. Cohn?

COHN: Now, with reference to your testimony about the Daily Worker, isn't it a fact that you regularly received the Daily Worker, and that you arranged to receive it through Rob Hall, who is one of the leading Communists in the District of Columbia?

MRS. MOSS: Robert Hall brought that paper to my house once where I was rooming—one Sunday morning, and—uh—my son tells me that my husband told him not to bring that paper back there any more. And he said he paid him for whatever he had, and he didn't bring it any more, and we didn't get this Communist paper any more until after we had moved to Southwest, at 72 R Street.

MCCARTHY: Did you know Robert Hall?

MRS. MOSS: No, sir—not personally.

MCCARTHY: He came to your house, you say, one Sunday morning?

MRS. MOSS: That's right. Where I was rooming—one Sunday morning.

MCCARTHY: Did your husband give your Robert Hall any money that Sunday morning?

MRS. MOSS: I wasn't there that morning.

MCCARTHY: Well, now, you say your son told you something about it?

MRS. MOSS: Yes.

MCCARTHY: Did your son tell you whether or not Robert Hall collected money?

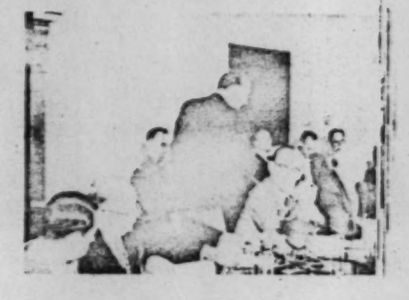
MRS. MOSS: He told me his daddy gave him some money and told him to not come back with those papers any more. In fact, he asked that my son sell those papers, and his daddy said he couldn't sell the paper, and he paid him for whatever he had—I don't know how many it was.

MCCARTHY: I think maybe if you wouldn't lean quite as close to the microphone, I could hear you better. I have some difficulty hearing you. Is your husband living?

MRS. MOSS: No, sir. He is dead.

MCCARTHY: He is dead?

MRS. MOSS: Yes.



MCCARTHY: And you say you personally did not know Robert Hall —that you were not there when he came to the house?

MRS. MOSS: That's right.

MCCARTHY: Do you know what business Robert Hall had with your husband besides merely delivering the copy of the Daily Worker?

MRS. MOSS: No, sir, I do not.

MCCARTHY: M'm—I am afraid I am going to have to excuse myself. I've got rather an important appointment tonight which I have got to work on right now, and I wonder, Senator Mundt, if you would take over as chairman. [SENATOR MCCARTHY LEAVES THE HEARING.]

SENATOR SYMINGTON: Might I suggest that she be asked how many times she ever saw Mr. Hall?

COHN: About how many times did you see Mr. Hall?

MRS. MOSS: Well, each time I went to the union.

COHN: Mrs. Moss testified in executive session that Rob Hall . . .

MURROW: *Mr. Cohn wanted to know about Mrs. Moss's connection with Rob Hall, an alleged Communist leader in Washington; but this Rob Hall was known to be a white man.*

COHN: We assume that that is the same Rob Hall.

VOICE: Well, maybe we can check it.

COHN: If there is another one, or anything like that, we will certainly . . .

SYMINGTON: Now, let's get this information, counsel. Is the Robert Hall that you know a colored man?

MRS. MOSS: Yes, sir.

SYMINGTON: You are sure of that?

MRS. MOSS: Yes. I am pretty sure that he is colored.

SYMINGTON: Does he look like a colored man, or does he look more like a white man?

MRS. MOSS: The man that I—I—have in mind as Robert Hall was a man about my complexion.

SYMINGTON: About your complexion. Well, it's fair to say that you didn't think he was a white man?

MRS. MOSS: No, sir. I didn't.

SYMINGTON: I would like to put in the record: One of the reporters said he is certain that Robert Hall of the Daily Worker is a white man.

MCCLELLAN: If one's black and the other's white, they're different.

COHN: Can you tell us why—assuming there are two Robert Halls here—can you tell us why this Robert Hall, who was in the union, would come around and ask your family to subscribe to the Daily Worker? Did you know him to be a Communist?

MRS. MOSS: No, sir, I did not know . . .

SYMINGTON: Mrs. Moss, what are you doing now? Are you working?

MRS. MOSS: No, sir.

SYMINGTON: Why not?

MRS. MOSS: I was suspended.

SYMINGTON: You were suspended?

MRS. MOSS: Yes, sir, until this is over.

SYMINGTON: By the . . .

MRS. MOSS: By the Department of Army.

SYMINGTON: By the Department of Army?

MRS. MOSS: Yes, sir.

SYMINGTON: How long ago was that?

MRS. MOSS: I believe it was the twenty-fifth of February.

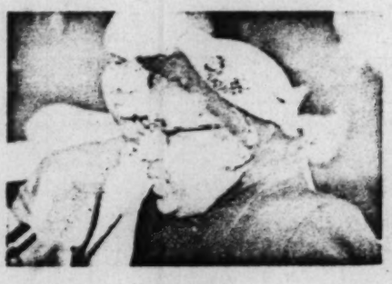
SYMINGTON: What reason did they give for suspending you?

MURROW [OVER ANNIE LEE MOSS READING]: *This woman, under suspicion because of charges made by Senator McCarthy and Roy Cohn, alleged to have examined and corrected secret and encoded overseas messages, attempted to read the uncoded words of her suspense notice.*

MRS. MOSS: [HALTINGLY AND STUMBLING]: "The immediate suspension is deemed necessary and advisable in the interest of national security under the authority of Public Law 733, Eighty-first Congress, and executive order 10-450, pending ad-adjud- [LAWYER HELPS HER] adjudication of your case, under AR 620-220-1."

SYMINGTON: Did you read that the very best you could?

MRS. MOSS: Yes, I did. [GIGGLES.]



SYMINGTON: Did you—did you ever—to the best of your knowledge, have you ever talked to a Communist in your life?

MRS. MOSS: No, sir—not to my knowledge.

SYMINGTON: Did you ever hear of Karl Marx?

MRS. MOSS: Who's that? [GENERAL LAUGHTER.]

SYMINGTON: I will pass the question. You were born in South Carolina, moved to North Carolina, then moved to Washington?

MRS. MOSS: That's right.

SYMINGTON: Do you think you are a good American?

MRS. MOSS: Yes.

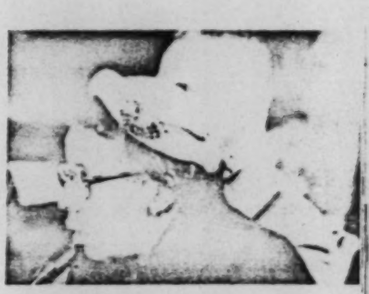
SYMINGTON: Would you ever do anything to hurt your country?

MRS. MOSS: No, sir.

SYMINGTON: Have you ever talked to anybody about espionage? About —— [TO LAWYER] Do you want to—?

[MRS. MOSS'S COUNSEL EXPLAINS ABOVE QUESTION TO HER INAUDIBLY AND ENDS WITH THE WORD "SPIES."]

MRS. MOSS: No, sir.



SYMINGTON: Have you ever had any information that you received in your job that you passed on to anybody about these codes?

MRS. MOSS: No, sir.

SYMINGTON [QUESTION PROMPTED BY MCCLELLAN]: Did anybody ever ask you for any of that information?

MRS. MOSS: No, sir. If they had I would have reported it.

SYMINGTON: You would have reported it?

MRS. MOSS: I certainly would have.

SYMINGTON: Has anybody ever asked you to join the Communist Party?

MRS. MOSS: No, sir.

SYMINGTON: Has anybody ever asked you to join any organization of any kind that you thought might be against the best interests of the United States?

MRS. MOSS: No, sir.

SYMINGTON: What are you living on now? Have you got any savings?

MRS. MOSS: No, sir.

SYMINGTON: You haven't?

MRS. MOSS: No, sir.

SYMINGTON: If you—if you don't get work pretty soon, what are you going to do?

MRS. MOSS: I am going down to the Welfare.

SYMINGTON: Going down to the Welfare?

MRS. MOSS: Yes.

MUNDT: Mr. Cohn?

COHN: We have—uh—part of the testimony of Mrs. Markward was to the effect that another member of this club, and an active member of the Communist Party at that time, at whose home Communist meetings were held, was a woman named Hattie Griffin. Did you know Hattie Griffin?

MRS. MOSS: I lived with Hattie Griffins two weeks.

COHN: And at what address did you live with Hattie Griffin?

MRS. MOSS: It was in the six-hundred block of Second Street. I don't remember the number.

COHN: That was the same—in accordance with Mrs. Markward's testimony. Now, when you were living with Hattie Griffin during that two-week period, did you know that she was a member of the Communist Party?

MRS. MOSS: No sir, I did not.

COHN: Did you know she was holding Communist meetings in her home?

MRS. MOSS: No, sir, I did not.

COHN: You did not know that?

MRS. MOSS: No, sir.

COHN: She never told you that?

MRS. MOSS: No, sir.

SYMINGTON: Did you ever discuss with this woman you say you lived with two weeks—did you ever discuss communism with her?

MRS. MOSS: No, sir.

SYMINGTON: In any way?

MRS. MOSS: No, sir.

SYMINGTON: At any time?

MRS. MOSS: Because I didn't know anything about it—I never heard it until 1948.

SYMINGTON: Was there ever anybody that she ever brought to the house for meetings?

MRS. MOSS: No, sir. Not while we were there.

SYMINGTON: Never once?

MRS. MOSS: Not while we were there.

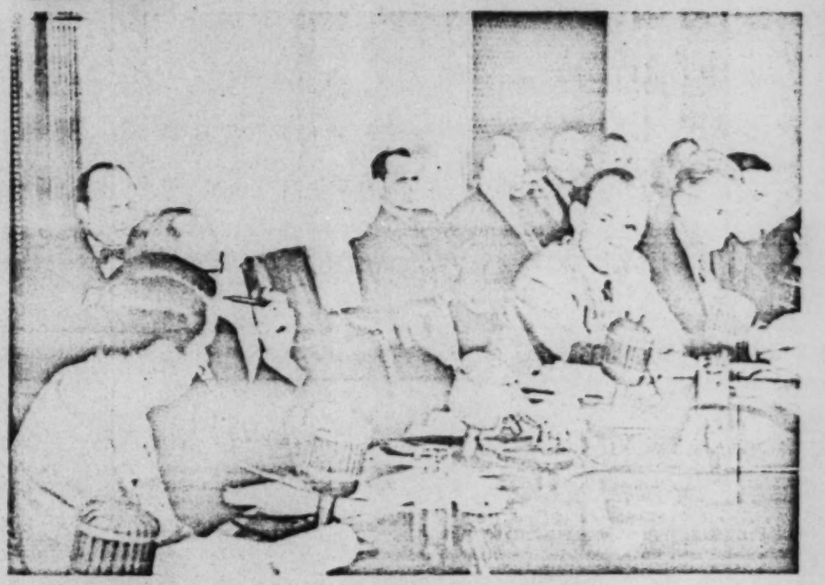
COHN: Mr. Chairman.

MUNDT: Mr. Cohn?

COHN: I have no further questions of this witness at this time. I will say this: We have the testimony of Mrs. Markward, the undercover agent of the FBI, stating that Annie Lee Moss was a member—a dues-paying member of the Communist Party—ah—the Northeast Club of the Communist Party. We have corrob-

oration of that testimony by another witness who was called before the Committee and gave a sworn statement to the effect that she also knew Mrs. Moss as a member of the Northeast Club of the Communist Party.

MCCLELLAN: Mr. Chairman, I would like to make this point: We are making statements against a witness who has come and submitted to cross-examination. Now, if we— She has already lost her job; she's been suspended because of this action. I am not defending her. If she is a Communist, I want her exposed; but to make these statements that we have got corroborating evidence that she is a Communist, under these circumstances I think she is entitled to have it produced here in her presence and let the public know about it—and let her know about it. [APPLAUSE.] I don't like to try people by hearsay evidence. [APPLAUSE.] I like to get the witnesses here and try 'em by testimony under oath.



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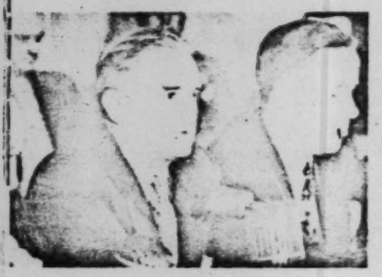
MCCLELLAN: I didn't ask that. I didn't ask that, Mr. Chairman.

MUNDT: [INAUDIBLE]—Try to produce a witness in public because the FBI may have her under cover. We don't want to . . .

MCCLELLAN: You can't strike these statements made by counsel here as to evidence that we are having and withholding—you cannot strike that from the press nor from the public mind, once it's planted there. That is—that is the—evil of it. Well, I don't think it's fair to a witness—to a citizen of this country to bring



them up here and cross-examine them, and then, when they get through, say, "We have got something—the FBI's got something on you that condemns you."

MUNDT: The Chair agrees . . .

MCCLELLAN: It's not sworn testimony. It's convicting people by rumor, and hearsay, and innuendo . . . [APPLAUSE.]

SYMINGTON: Do you know anybody named Mrs. Mary Markward?

MRS. MOSS: No, sir, I do not.

SYMINGTON: I think the record ought to show that Mrs. Markward says that she has never seen Mrs. Annie Lee Moss at any Communist meeting, but it is her recollection that Mrs. Moss paid her dues and was a member in good standing.

Do you know anybody else in this town named Moss? Have you ever looked up a telephone number? Are there any Mosses in Washington besides you?

MRS. MOSS: Yes, sir. There's three Annie Lee Mosses.

JACKSON: What was that? Will you state that again?

MRS. MOSS: There were three Annie Lee Mosses. And when I went to get a real-estate license I had an awful lot of trouble then . . .

SYMINGTON: I want—I want to say something to you—and I may be sticking my neck out, and I may be wrong—but I have been listening to you testify this afternoon, and I think you are telling the truth.

MRS. MOSS: I certainly am.

SYMINGTON: If you are not taken back in the Army, you come around and see me, and I am going to see that you get a job.

MRS. MOSS: Well, thanks a lot. [APPLAUSE.]

MURROW: You will notice that neither Senator McClellan, nor Senator Symington, nor this reporter know or claim that Mrs. Moss was or is a Communist. Their claim was simply that she had the right to meet her accusers face to face. Senator McCarthy claimed that Mrs. Moss had access to the code room. The Army denies it. That ought to be easy enough to prove.

Here is another document from the record. President Eisenhower, in November of 1953, talking about the right of every man to look his accuser in the eye:

PRESIDENT DWIGHT D. EISENHOWER [WASHINGTON, D.C.]: Why are we proud? We are proud, first of all, because from the beginning of this nation, a man can walk upright, no matter who he is—or she is. He can walk upright and meet his friend or his enemy; and he does not fear that because that enemy may be

in a position of great power that he can be suddenly thrown in jail to rot there, without charges and with no recourse to justice. We have the Habeas Corpus Act, and we respect it. I was born—raised in a little town of which most of you have never heard, but in the West it's a famous place. It's called Abilene, Kansas. We had as our marshal for a long time a name named Wild Bill Hickok. If you don't know about him, read your Westerns more. Now, that town had a code, and I was raised as a boy to prize that code. It was: "Meet anyone face to face with whom you disagree." You could not sneak up on him from behind, do any damage to him, without suffering the penalty of an outraged citizenry.

If you met him face to face and took the same risk he did, you could get away with almost anything, as long as the bullet was in the front. [LAUGHTER.] And today, although none of you have the great fortune, I think, of being from Abilene, Kansas, you live, after all, by that same code, in your ideals and in the respect you give to certain qualities. In this country, if someone dislikes you or accuses you, he must come up in front. He cannot hide behind the shadow. He cannot assassinate you or your character from behind without suffering the penalties which an outraged citizenry will inflict. If we are going to continue to be proud that we are Americans, there must be no weakening of the codes by which we have lived. By the right to meet your accuser face to face—if you have one. By your right to go to the church or the synagogue, or even the mosque, of your own choosing. By your right to speak your mind and be protected in it. Ladies and gentlemen, the things that make us proud to be Americans are of the soul and of the spirit. [APPLAUSE.]

MURROW: November 1953, the thirty-fourth President of the United States, speaking rather eloquently about due process of law. Good night, and good luck!

Mrs. Moss was restored to her job on March 29th, 1954, pending further investigation. On August 4th she was again suspended and her case was reopened on the basis of new information. The charges were aired by the Security Hearing Board from September 20th to the 23rd, and on January 18th, 1955, she was ordered restored to duty in a "nonsensitive position" by Defense Secretary Charles E. Wilson, who found she was not "actually subversive or disloyal to the United States." Mrs. Moss is now assigned to the office of the Army Chief of Finance.

March 16, 1954

IF "SEE IT NOW" SEEMED PREOCCUPIED WITH THE SUBJECT OF INDIVIDUAL RIGHTS, ITS PRODUCERS MEANT IT THAT WAY. MESSRS. MURROW AND FRIENDLY TOOK PARTICULAR SATISFACTION IN THE ANNIE LEE MOSS BROADCAST, WHICH THEY LATER DESCRIBED AS THE MOST UNPREMEDITATEDLY ANALYTICAL REPORT THEY EVER MADE.

MURROW: Good evening. On "See It Now" we occasionally use the phrase "the little picture." Tonight we bring you a little picture of a little woman, Mrs. Annie Lee Moss, and the due process of law. Until three weeks ago, Mrs. Moss probably knew very little about Senator McCarthy, General Zwicker, Mr. Cohn, or the other principals engaged in the argument in Washington.

Let me attempt to get the chronology of the events straight. On Washington's birthday, February 22, Monday, Senator McCarthy and Secretary of the Army Stevens were in total controversy over the General Zwicker case. Both men spoke in or near Philadelphia that Monday, and both returned to Washington for their big showdown scheduled for Thursday. But when Senator McCarthy arrived back in Washington later that afternoon he had some added news for the country and the Army and Secretary Stevens. It was the lead story right across the country. The New York Times, for example, said, "McCarthy Asserts He Has a New Red Link to Army." The New York Daily News said, "McCarthy Calls Extra Hearing - New Army Red Case on Today." Cincinnati Enquirer: "McCarthy to Air New Case of Known Red in Army." The Houston Chronicle: "Call Army Code Clerk Ex-Red." Chicago Daily

Tribune: "Probe New Army Red Case." My own nightly radio program covered it by saying, "Senator McCarthy charged today that the Army now employs a woman in its code room who was and still may be an active Communist."

Now, on Tuesday, February 23, Mrs. Mary Stalcup Markward, who had been an undercover agent in the Communist Party for the FBI, testified about Mrs. Moss. I quote from the official record which is just here: The chairman (Senator McCarthy): "The principal reason you are testifying this morning is because we understand that a woman who is currently employed by the Department of the Army - and her job description places her in the Army's code room in the Signal Corps - handling the encoding and decoding of confidential and top-secret messages may have been a member of the cell that you have full information about, that you may have collected her dues. This woman's name is Annie Lee Moss. I wonder if you would tell us now whether or not, early in 1944, you gave reports to the FBI on Annie Lee Moss." Mrs. Mary Stalcup Markward: "I did." Chairman: "Would you tell us what you told the FBI in those reports?" Mrs. Markward: "I recall, sir, that I had a woman by the name of Annie Lee Moss on the list of card-carrying, dues-paying members of the North East Club, and at that period in the history of the Communist Party detailed lists were kept." Chairman: "Was Annie Lee Moss a member of the Communist Party?" Mrs. Markward: "She was." Chairman: "You collected dues from Annie Lee Moss?" Mrs. Markward: "I was not

specifically the dues collector at that point. I was the chairman of the club. I had over-all responsibility for the dues collection, but I was not actually handling the funds."

Three pages later (again quoting from the official record): Senator McClellan: "May I inquire of the witness, did you know her personally, so you could identify her as a person, or was it only a name to you - as a member of the Communist Party?" Mrs. Markward: "I don't specifically recall that I do know her as a person. I don't recall that I don't know her as a person, either. I just have no specific recollection on that point." Wednesday, February 24, Mrs. Annie Lee Moss appeared as a witness from her sickbed at home. She had denied ever being inside a code room. Senator McCarthy said he had sworn testimony she had been a Communist. He warned her not to perjure herself by denying it, suggested she was too ill to testify. Mrs. Moss and her lawyer agreed she was too ill. She promised to return at a later date. Finally, last Thursday, March 11, Mrs. Annie Lee Moss was called before the committee again, and this is what our cameraman, Charles Mack, saw through his camera.

Disregard underlining throughout

McCarthy: The committee will come to order. Have the records show that all of the members of the sub-committee were notified of the time and place of the hearing; that the hearing was scheduled for this morning originally, but because some senators felt they could not attend it was shifted to this afternoon. Who is your first witness, Mr. Cohn?

Cohn: Mrs. Annie Lee Moss, Mr. Chairman.

McCarthy: Mrs. Morse? (To Cohn) Is that Moss or Morse?

Cohn: Moss.

McCarthy: Mrs. Moss, will you raise your right hand and be sworn? In this matter now in hearing before the committee, do you solemnly swear to tell the truth, the whole truth, and nothing but the truth?

Mrs. Moss: I do.

Cohn: May we get your full name for the record, please?

Mrs. Moss: Annie Lee Moss.

Cohn: M-o-s-s?

Mrs. Moss: That's right.

Cohn: And where do you reside, ma'am?

Mrs. Moss: 1244 Evarts Street, Northeast.

McCarthy: Mrs. Moss, let me say for the record, for your information, and for the information of your counsel, that you are not here because you are considered important in the Communist apparatus. We have the testimony that you are or have been a Communist. We are rather curious, however, to know how you suddenly were shifted from - ah - a worker in a cafeteria to the code room. In other words - ah - I am today much more interested in the handling of your case by your superiors than in your own personal activities. However, the counsel will question you about your own activities also.

Mrs. Moss's Counsel: Mr. Chairman -

McCarthy: We will not hear from counsel. You've been told what the rule is. If you have anything to say, say it through your client.

Cohn: Did you begin work with the General Accounting Office in 1945?

Mrs. Moss: Yes, sir.

Cohn: And prior to that time, had you been a cafeteria worker?

Mrs. Moss: Yes, I have.

Cohn: I see. Now, while in the Pentagon - since 1950, have you had any connection with coded messages? Have you ever handled coded messages?

Mrs. Moss: No more than to transmit them.

Cohn: Pardon me?

Mrs. Moss: No more than to transmit the message.

Cohn: No more than to transmit them. Did you transmit coded....

Mrs. Moss: Receive and transmit the messages. That's all I had to do. And then, the code room - I have never been into the code room in my life.

McCarthy: Do you know the - the type of classification? Do you know if they were Secret, Top Secret, Confidential?

Mrs. Moss: No, sir.

McCarthy: In other words, you wouldn't know the degree of classification?

Mrs. Moss: No, sir.

McCarthy: I see.

Cohn: Now, the committee has had testimony, of which I know you and counsel are familiar, to the effect that you were at that time a member of the Northeast Club of the Communist Party. Now, is that testimony true?

Mrs. Moss: No, sir. It is not.

Cohn: It is not?

Mrs. Moss: Not at any time have I been a member of a Communist Party, and I have never seen a Communist card.

Cohn: You have never seen a Communist card?

Mrs. Moss: That's right.

Cohn: Have you ever attended any Communist meetings?

Mrs. Moss: No, sir. I never attended any Communist meetings.

Cohn: Have you ever subscribed to the Daily Worker?

Mrs. Moss: No, sir. I didn't sus-subscribe to the Daily Worker, and I wouldn't pay for it.

McCarthy: You say that you never have been a member of the Communist Party?

Mrs. Moss: No, sir. I have not.

McCarthy: Ah - now, Mrs. Markward, who is working for the FBI - who joined the Communist Party under orders from the FBI - has testified that while she never met you personally at a Communist meeting, that your name was on the list of Communists who were paying dues. Can you shed any light upon that?

Mrs. Moss: No, sir. I don't even know what the dues are or where they were paid.

McCarthy: Do I understand you have never paid any money to the Communist Party? Is that correct?

Mrs. Moss: That's right.

McCarthy: You have never paid any dues to anyone whom you thought was collecting them for the Communist Party?

Mrs. Moss: That's right.

McCarthy: And you've never attended any Communist meetings?

Mrs. Moss: No, sir. I have not.

McCarthy: Uh - Mr. Cohn?

Cohn: Now, with reference to your testimony about the Daily Worker, isn't it a fact that you regularly received the Daily Worker, and that you arranged to receive it through Rob Hall, who is one of the leading Communists in the District of Columbia?

Mrs. Moss: Robert Hall brought that paper to my house once where I was rooming - one Sunday morning, and - uh - my son tells me that my husband told him not to bring that paper back there any more. And he said he paid him for whatever he had, and he didn't bring it any more, and we didn't get this Communist paper any more until after we had moved to Southwest, at 72 R Street.

McCarthy: Did you know Robert Hall?

Mrs. Moss: No, sir - not personally.

McCarthy: He came to your house, you say, one Sunday morning?

Mrs. Moss: That's right. Where I was rooming - one Sunday morning.

McCarthy: Did your husband give your Robert Hall any money that Sunday morning?

Mrs. Moss: I wasn't there that morning.

McCarthy: Well, now, you say your son told you something about it?

Mrs. Moss: Yes.

McCarthy: Did your son tell you whether or not Robert Hall collected money?

Mrs. Moss: He told me his daddy gave him some money and told him to not come back with those papers any more. In fact, he asked that my son sell those papers, and his daddy said he couldn't sell the paper, and he paid him for whatever he had - I don't know how many it was.

McCarthy: I think maybe if you wouldn't lean quite as close to the microphone, I could hear you better. I have some difficulty hearing you. If your husband living?

Mrs. Moss: No, sir. He is dead.

McCarthy: He is dead?

Mrs. Moss: Yes.

McCarthy: And you say you personally did not know Robert Hall - that you were not there when he came to the house?

Mrs. Moss: That's right.

McCarthy: Do you know what business Robert Hall had with your husband besides merely delivering the copy of the Daily Worker?

Mrs. Moss: No, sir, I do not.

McCarthy: M'm - I am afraid I am going to have to excuse myself. I've got rather an important appointment tonight which I have got to work on right now, and I wonder, Senator Mundt, if you would take over as chairman. (SENATOR MCCARTHY LEAVES THE HEARING.)

Senator Symington: Might I suggest that she be asked how many times she ever saw Mr. Hall?

Cohn: About how many times did you see Mr. Hall?

Mrs. Moss: Well, each time I went to the union.

Cohn: Mrs. Moss testified in executive session that Rob Hall...

Murrow: Mr. Cohn wanted to know about Mrs. Moss's connection with Rob Hall, an alleged Communist leader in Washington; but this Rob Hall was known to be a white man.

Cohn: We assume that that is the same Rob Hall.

Voice: Well, maybe we can check it.

Cohn: If there is another one, or anything like that, we will certainly...

Symington: Now, let's get this information, counsel. Is the Robert Hall that you know a colored man?

Mrs. Moss: Yes, sir.

Symington: You are sure of that?

Mrs. Moss: Yes. I am pretty sure that he is colored.

Symington: Does he look like a colored man, or does he look more like a white man?

Mrs. Moss: The man I have in mind as Robert Hall was a man about my complexion.

Symington: About your complexion. Well, it's fair to say that you didn't think he was a white man?

Mrs. Moss: No, sir. I didn't.

Symington: I would like to put in the record: One of the reporters said he is certain that Robert Hall of the Daily Worker is a white man.

McClellan: If one's black and the other's white, they're different!

Cohn: Can you tell us why - assuming there are two Robert Halls here - can you tell us why this Robert Hall, who was in the union, would come around and ask your family to subscribe to the Daily Worker? Did you know him to be a Communist?

Mrs. Moss: No, sir, I did not know...

Symington: Mrs. Moss, what are you doing now? Are you working?

Mrs. Moss: No, sir.

Symington: Why not?

Mrs. Moss: I was suspended.

Symington: You were suspended?

Mrs. Moss: Yes, sir, until this is over.

Symington: By the ...

Mrs. Moss: By the Department of Army.

Symington: By the Department of Army?

Mrs. Moss: Yes, sir.

Symington: How long ago was that?

Mrs. Moss: I believe it was the twenty-fifth of February.

Symington: What reason did they give for suspending you?

Murrow (OVER ANNIE LEE MOSS READING): This woman, under suspicion because of charges made by Senator McCarthy and Roy Cohn, alleged to have examined and corrected secret and encoded overseas messages, attempted to read the uncoded words of her suspense notice.

Mrs. Moss (HALTINGLY AND STUMBLING): The immediate suspension is deemed necessary and advisable in the interest of national security under the authority of Public Law 733, Eighty-first Congress, and executive order 10-450, pending ad-adjud- (LAWYER HELPS HER) adjudication of your case, under AR 620-220-1."

Symington: Did you read that the very best you could?

Mrs. Moss: Yes, I did. (GIGGLES.)

Symington: Did you - did you ever - to the best of your knowledge, have you ever talked to a Communist in your life?

Mrs. Moss: No, sir - not to my knowledge.

Symington: Did you ever hear of Karl Marx?

Mrs. Moss: Who's that? (GENERAL LAUGHTER.)

Symington: I will pass the question. You were born in South Carolina, moved to North Carolina, then moved to Washington?

Mrs. Moss: That's right.

Symington: Do you think you are a good American?

Mrs. Moss: Yes.

Symington: Would you ever do anything to hurt your country?

Mrs. Moss: No, sir.

Symington: Have you ever talked to anybody about espionage? About -- (TO LAWYER) Do you want to - ?

MRS. MOSS'S COUNSEL EXPLAINS ABOVE QUESTION TO HER INAUDIBLY AND ENDS WITH THE WORD "SPIES.")

Mrs. Moss: No, sir.

Symington: Have you ever had any information that you received in your job that you passed on to anybody about these codes?

Mrs. Moss: No, sir.

Symington (QUESTION PROMPTED BY MCCLELLAN): Did anybody ever ask you for any of that information?

Mrs. Moss: No, sir. If they had I would have reported it.

Symington: You would have reported it?

Mrs. Moss: I certainly would have.

Symington: Has anybody ever asked you to join the Communist Party?

Mrs. Moss: No, sir.

Symington: Has anybody ever asked you to join any organization of any kind that you thought might be against the best interests of the United States?

Mrs. Moss: No, sir.

Symington: What are you living on now? Have you got any savings?

Mrs. Moss: No, sir.

Symington: You haven't?

Mrs. Moss: No, sir.

Symington: If you - if you don't get work pretty soon, what are you going to do?

Mrs. Moss: I am going down to the Welfare.

Symington: Going down to the Welfare?

Mrs. Moss: Yes.

Mundt: Mr. Cohn?

Cohn: We have - uh - part of the testimony of Mrs. Markward was to the effect that another member of this club, and an active member of the Communist Part at that time, at whose home Communist meetings were held, was a woman named Hattie Griffin. Did you know Hattie Griffin?

Mrs. Moss: I lived with Hattie Griffins two weeks.

Cohn: And at what address did you live with Hattie Griffin?

Mrs. Moss: It was in the six-hundred block of Second Street. I don't remember the number.

Cohn: That was the same - in accordance with Mrs. Markward's testimony. Now, when you were living with Hattie Griffin during that two-week period, did you know that she was a member of the Communist Party?

Mrs. Moss: No sir, I did not.

Cohn: Did you know she was holding Communist meetings in her home?

Mrs. Moss: No, sir, I did not.

Cohn: You did not know that?

Mrs. Moss: No, sir.

Cohn: She never told you that?

Mrs. Moss: No, sir.

Symington: Did you ever discuss with this woman you say you lived with two weeks - did you ever discuss communism with her?

Mrs. Moss: No, sir.

Symington: In any way?

Mrs. Moss: No, sir.

Symington: At any time?

Mrs. Moss: Because I didn't know anything about it - I never heard it until 1948.

Symington: Was there ever anybody that she ever brought to the house for meetings?

Mrs. Moss: No, sir. Not while we were there.

Symington: Never once?

Mrs. Moss: Not while we were there.

Cohn: Mr. Chairman.

Mundt: Mr. Cohn?

Cohn: I have no further questions of this witness at this time. I will say this: We have the testimony of Mrs. Markward, the undercover agent of the FBI, stating that Annie Lee Moss was a member - a dues-paying member of the Communist Party - ah - the Northeast Club of the Communist Party. We have corroboration of that testimony by another witness who was called before the Committee and gave a sworn statement to the effect

that she also knew Mrs. Moss as a member of the Northeast Club of the Communist Party.

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Mundt: The Chair will rule that the comments of Mr. Cohn be stricken from the record.

McClellan: I didn't ask that. I didn't ask that, Mr. Chairman.

Mundt (INAUDIBLE) - try to produce a witness in public because the FBI may have her under cover. We don't want to ...

McClellan: You can't strike these statements made by counsel here as to evidence that we are having and withholding - you cannot strike that from the press nor from the public mind, once it's planted there. That is - that is the - evil of it. Well, I don't think it's fair to a witness - to a citizen of this country to bring

them up here and cross-examine them, and then, when they get through, say, "We have got something - the FBI's got something on you that condemns you."

Mundt: The Chair agrees...

McClellan: It's not sworn testimony. It's convicting people by rumor, and hearsay, and innuendo... (APPLAUSE.)

Symington: Do you know anybody named Mrs. Mary Markward?

Mrs. Moss: No, sir, I do not.

Symington: I think the record ought to show that Mrs. Markward says that she has never seen Mrs. Annie Lee Moss at any Communist meeting, but it is her recollection that Mrs. Moss paid her dues and was a member in good standing. Do you know anybody else in this town named Moss? Have you ever looked up a telephone number? Are there any Mosses in Washington besides you?

Mrs. Moss: Yes, sir. There's three Annie Lee Mosses.

Jackson: What was that? Will you state that again?

Mrs. Moss: There were three Annie Lee Mosses. And when I went to get a real-estate license I had an awful lot of trouble then...

Symington: I want - I want to say something to you - and I may be sticking my neck out, and I may be wrong - but I have been listening to you testify this afternoon, and I think you are telling the truth.

Mrs. Moss: I certainly am.

Symington: If you are not taken back in the Army, you come around and see me, and I am going to see that you get a job.

Mrs. Moss: Well, thanks a lot. (APPLAUSE.)

Murrow: You will notice that neither Senator McClellan, nor Senator Symington, nor this reporter know or claim that Mrs. Moss is or was a Communist. Their claim was simply that she had the right to meet her accusers face to face. Senator McCarthy claimed that Mrs. Moss had access to the code room. The Army denies it. That ought to be easy enough to prove. Here is another document from the record. President Eisenhower, in November of 1953, talking about the right of every man to look his accuser in the eye:

Eisenhower: Why are we proud? We are proud, first of all, because from the beginning of this nation, a man can walk upright, no matter who he is - or she is. He can walk upright and meet his friend or his enemy; and he does not fear that because that enemy may be in a position of great power that he can be suddenly thrown in jail to rot there, without charges and with no recourse to justice. We have the Habeas Corpus Act, and we respect it. I was born - raised in a little town of which most of you have never heard, but in the West it's a famous place. It's called Abilene, Kansas. We had as our marshal for a long time a man named Wild Bill Hickok. If you don't know about him, read your Westerns more. Now, that town had a code, and I was raised as a boy to prize that code. It was" Meet anyone face to face with whom you disagree." You could not sneak up on him from behind, do any damage to him, without suffering the penalty of an outraged citizenry.

If you met him face to face and took the same risk he did, you could get away with almost anything, as long as the bullet was in the front. (LAUGHTER.) And today, although none of you have the great fortune, I think, of being from Abilene, Kansas, you live, after all, by that same code, in your ideals and in the respect you give to certain qualities. In this country, if someone dislikes you or accuses you, he must come up in front. He cannot hide behind the shadow. He cannot assassinate you or your character from behind without suffering the penalties which an outraged citizenry will inflict. If we are going to continue to be proud that we are Americans, there must be no weakening of the codes by which we have lived. By the right to meet your accuser face to face - if you have one. By your right to go to the church or the synagogue, or even the mosque, of your own choosing. By your right to speak your mind and be protected in it. Ladies and gentlemen, the things that make us proud to be Americans are of the soul and of the spirit. (APPLAUSE.)

Murrow: November 1953, the thirty-fourth President of the United States, speaking rather eloquently about due process of law. Good night, and good luck!

MRS. MOSS WAS RESTORED TO HER JOB, PENDING FURTHER INVESTIGATION. ON AUGUST 4TH SHE WAS AGAIN SUSPENDED, AND HER CASE WAS REOPENED ON THE BASIS OF NEW INFORMATION. THE CHARGES WERE AIRED BY THE SECURITY HEARING BOARD, AND ON JANUARY 18TH, 1955, SHE WAS ORDERED RESTORED

TO DUTY IN A "NONSENSITIVE POSITION" BY DEFENSE SECRETARY CHARLES E. WILSON, WHO FOUND SHE WAS NOT "ACTUALLY SUBVERSIVE OR DISLOYAL TO THE UNITED STATES."

LAWRENCE S. GREENBAUM (1915-1951)

EDWARD S. GREENBAUM
HERBERT A. WOLFF
MORRIS L. ERNST
LEO ROSEN
HARRIET F. PILPEL
WILLIAM F. WOLFF, JR.

CASSRELL GREENBERG
ALAN L. ROSENBLUM
PLATT V. KETCHAM
MAURICE C. GREENBAUM
WIRTH H. KOENIG
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GEORGE VICIAN, JR.
CHARLES E. HEMING
ARTHUR JOEL KATZ
RICHARD M. ADER
MIMI OBSTLER

GREENBAUM, WOLFF & ERNST
285 MADISON AVENUE
NEW YORK 17, N. Y.

TELEPHONE MURRAY HILL 5-1582

December 15, 1954

Burn Before Reading

Mr. Edward R. Murrow
485 Madison Avenue
New York, N. Y.

Dear Ed:

Gossip has it that you were considering interviewing Annie Lee Moss. If so, I suggest that you have one of your Washington representatives see Col. Kenneth E. Belieu, who is a good friend of mine. He is in the office of the Secretary of the Army.

Likewise, if you are contemplating doing anything on the proposals for Universal Military Training, I can give you some non-public angles.

More important -- if you can make the distinction between the use of reason and logic on the one hand, and imagination and intuition on the other, I suggest that you, in the near future, relax with me for a few minutes.

You can draw any dirty implications you want from the last sentence!

Yours,

Morris L. Ernst

Lunch

"SEE IT NOW"

MENTAL HEALTH

CLINIC AT LOUISVILLE, KENTUCKY

April 27, 1954

STATEN ISLAND MENTAL HEALTH SOCIETY, INC.

MENTAL HEALTH CENTER

657 CASTLETON AVENUE
STATEN ISLAND 1, N. Y.

GIBRALTAR 2-2225

Wright, Jay T.

File

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WILLIAM K. LYLES
VICE-PRESIDENTS

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RICHARD SILBERSTEIN, M.D.
JOHN L. F. SIPP

DR. JAY T. WRIGHT
EDUCATIONAL AND
EXECUTIVE DIRECTOR

MRS. H. J. HEIN
OFFICE MANAGER

May 17, 1954

Mr. Harry Milt
National Association for Mental Health
1790 Broadway, New York 19, N. Y.

Dear Mr. Milt:

Under separate cover, we are returning the film of Edward R. Murrow's SEE IT NOW program on mental health, which we used on Saturday, May 15th.

It is unfortunate that any difficulty should arise over the use of such a valuable medium in the field of mental health. We were not aware that your policies with regard to your own materials and their use by other mental health societies would include this CBS film. When we called to ask for the use of the film, we were surprised to discover that its use was restricted to those mental health societies which were associated with you in the fund drive. Our only interest in the whole matter, from the beginning, has been in getting this film for a showing to one of our groups. We were in a hurry for the film because the showing was scheduled for Saturday, May 15th. Therefore, when we were told by your office that it was a matter of policy not to loan this film to groups which are not associated with you in fund raising, we immediately wrote to CBS to ask if they would make available another copy of the film on the same basis that they had made copies available to your organization.

After this letter was written and mailed, we received a call from your office which indicated either that you had changed your policy, or that the information which your office gave us in the beginning was incorrect. We were glad that you felt able to provide us with this film in time for its scheduled showing. It arrived on time and was shown to a large and appreciative audience, and we consider it an excellent film for mental health education.

(continued)

There is far too much work to be done in the field of preventing mental illness to lose or waste any of our energies in matters of this kind. We appreciate your help in making one of our programs a success.

Cordially,

Jay T. Wright

Jay T. Wright
Educational Director

JTW:rh

✓ CC: Mr. Edward R. Murrow
485 Madison Avenue
New York 22, N. Y.

SIN

May 6, 1954

Dear Dr. Silberstein:

Mr. Murrow has asked me to thank you for your nice letter and kind comments of April 28th and to take care of the question you raise.

We have had a large number of requests from Mental Health Centers which also would like to purchase a kinescope of the SEE IT NOW program of April 27th. It has, therefore, been decided that the best way in handling these requests is to make available to the National Association for Mental Health, Inc. ten copies of the program. I am sure that if you direct your request to Mr. Saunders Thomas of that Association at 1790 Broadway, New York City, he will be able to assist you.

Sincerely yours,

Kay Campbell
EXECUTIVE ASSISTANT

Dr. Richard M. Silberstein
Staten Island Mental Health Society, Inc.
Mental Health Center
657 Castleton Avenue
Staten Island 1, New York

rh

STATEN ISLAND MENTAL HEALTH SOCIETY, INC.

MENTAL HEALTH CENTER

657 CASTLETON AVENUE
STATEN ISLAND 1, N. Y.

GIBRALTAR 2-2225

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DR. JAY T. WRIGHT
EDUCATIONAL AND
EXECUTIVE DIRECTOR

MRS. H. J. HEIN
OFFICE MANAGER

April 28, 1954

SPECIAL DELIVERY

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York 22, N. Y.

Dear Mr. Murrow:

Our entire staff was impressed with your Mental Health program last evening. This is exactly the type of program we are endeavoring to establish and present to the public on Staten Island.

It would be of tremendous value to us in our educational and forum programs if we were able to purchase a kinescope. Please let us know if this is possible. If not, do you have any suggestions for us along this line?

Thank you very much for the excellent program and careful thinking devoted to this matter.

Sincerely yours,

R M Silberstein, MD

Richard M. Silberstein, M. D.
Acting Director of Clinical Facilities

RMS:rh

SDN
Work, Dr Henry H.

May 13, 1954

Dear Dr. Work:

Very many thanks for your kind letter of May 6th. Thank you, also, for the copies of correspondence you attached. I am delighted to hear that you have received good reports on the SEE IT NOW program on Mental Health, and I am happy to be able to tell you that we also have received a number of letters indicating very favorable reaction.

My colleagues enjoyed working with you during their visit, and I would like to take this opportunity to thank you for your cooperation.

Sincerely yours,

Dr. Henry H. Work
Associate Professor
University of Louisville
240 East Madison Street
Louisville 2, Kentucky

rh

UNIVERSITY OF LOUISVILLE
LOUISVILLE 2, KENTUCKY

SCHOOL OF MEDICINE
DIVISION OF PEDIATRICS
AND MENTAL HEALTH

HENRY H. WORK, M.D.
ASSOCIATE PROFESSOR
240 EAST MADISON STREET

May 6, 1954

Mr. Edward R. Murrow
"See It Now" Show
c/o Columbia Broadcasting System
458 Madison Avenue
New York, New York

Dear Mr. Murrow:

At Dr. Ackerly's suggestion I am enclosing a copy of a letter which we received from Brockport, New York and our answer to it. We were pleased to see this letter because we feel this is the really important part of mental health and appreciate your including the work with the very young child in your program.

We have gotten good reports of the program from our friends and relatives all over the country. We feel we should call to your attention the fact that it was not always clear in the minds of the public exactly what the relation of one service to another was. I discussed this point with Mr. Scott and I think he will be able to explain our point of view.

It was personally very enjoyable to me to work with your men during their visit here.

Yours very truly,

Henry Work

Henry H. Work, M.D.

bjr
Enc. 2

COPY

Pamela Mathieson 5 Campus Drive Brockport, N.Y.

April 28, 1954

Dear Sir:

Last night I watched on Ed Murrow's program a very interesting half hour on Mental Health. It brought to mind a problem I have with my young son age seven months. He is a perfectly happy normal youngster in the day time, but at night he gets up several times. He cries and cries till I put him in our bed then he goes to sleep and when I return him to his bed again he starts again. My husband argues about this as I believe he should be left to cry it out and get used to the fact that he must remain in his bed.

My husband who insists on giving him a bottle and playing with him and doing a good job in waking him fully, when he cries turns around and goes to sleep leaving me to cope with a widely awakened child. The child has to sleep in our room as we only have three rooms. I have consulted my Dr. and he just says let him cry it out. I try to but get such a bad time from my husband as he is a college senior who just studies Mental Health and insists he should be left to play in the middle of the night. I wished you could help us with this problem as we are going to have another child in a few months and I don't think I could take two children up at night.

Would appreciate any help you could give.

Sincerely,

Mrs. Pamela Mathieson

COPY

May 6, 1954

Mrs. Pamela Mathieson
5 Campus Drive
Brockport, New York

Dear Mrs. Mathieson:

We appreciate your writing to us about your problem and I think we can understand the very real dilemma that you are in. Unfortunately it is extremely difficult to advise you at long range what to do on the spot but I think that there are in your vicinity physicians who could help you with this problem.

Knowing that you are close to Rochester may I suggest Dr. Myrtle Logan at the Strong Memorial Hospital. She, I am sure, would be most understanding of your difficulty. If it is not too far, Dr. Sherman Little at the Buffalo Children's Hospital would also be helpful.

I feel that you have a problem which, if it can be solved now, may prevent future difficulties.

Yours very truly,

Henry H. Work, M.D.

bjr

Blain, Dr. Daniel

SDN

May 12, 1954

Dear Dr. Blain:

Many thanks for your nice letter of April 28th and your kind comments. I am glad you enjoyed our program about Mental Health. I felt it was something worth doing and am happy that it turned out so well.

Sincerely yours,

Dr. Daniel Blain
Medical Director
American Psychiatric Association
1785 Massachusetts Avenue, N.W.
Washington 6, D.C.

rh

American Psychiatric Association

KENNETH E. APPEL, M. D., PRESIDENT
111 NORTH 49TH STREET, PHILADELPHIA 39, PA.

ARTHUR P. NOYES, M. D., PRESIDENT-ELECT
NORRISTOWN STATE HOSPITAL, NORRISTOWN, PA.

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6300 THREE CHOPT RD., RICHMOND 26, VA.

HOWARD W. POTTER, M.D., TREASURER
451 CLARKSON AVENUE, BROOKLYN, N. Y.

DANIEL BLAIN, M.D., MEDICAL DIRECTOR
1785 MASSACHUSETTS AVE., N. W.
WASHINGTON 6, D. C.
TELEPHONE - ADAMS 2-7878

AMERICAN PSYCHIATRIC ASSOCIATION
CANADIAN OFFICE
211 ST. CLAIR AVE. W., TORONTO, ONT., CANADA

AUSTIN M. DAVIES, EXECUTIVE ASSISTANT
ROOM 412, 1270 AVENUE OF THE AMERICAS
NEW YORK 20, N. Y.
TELEPHONE - CIRCLE 5-4697-8

April 28, 1954

Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

I viewed with much interest your "See It Now" television program of April 27th.

I would like to congratulate you and to express my appreciation of this fine public education presentation of the mental health problem in this country.

Such a program with your sponsorship will do much to dispel ignorance and fear on the part of the general public.

Sincerely yours,

Daniel Blain

DANIEL BLAIN, M.D.
Medical Director

P. [illegible] Rad

Freeman, Edward L.

May 6, 1954

Dear Mr. Freemon:

Mr. Murrow has asked me to thank you for your nice letter and kind comments of May 3rd and to take care of the question you raise.

We have had a large number of requests from Mental Health Centers which also would like to purchase a kinescope of the SEE IT NOW program of April 27th. It has, therefore, been decided that the best way in handling these requests is to make available to the National Association for Mental Health, Inc. ten copies of the program. I am sure that if you direct your request to Mr. Saunders Thomas of that Association at 1790 Broadway, New York City, he will be able to assist you.

Sincerely yours,

Kay Campbell
EXECUTIVE ASSISTANT

Mr. Edward L. Freemon
Assistant Case Supervisor
The Family and Children's Service, Inc.
732 Armstrong Avenue
Kansas City 1, Kansas

rh

The Family and Children's Service, Inc.

CHARLES S. SCHNIDER, *President*
HELEN F. GANT, *Executive Director*

Drexel 0650
732 ARMSTRONG AVENUE
KANSAS CITY 1, KANSAS

May 3, 1954

Edward R. Murrow, Director
"See It Now"
Columbia Broadcasting System
New York City, New York

Dear Mr. Murrow:

I wish to commend your very excellent program, "See It Now," which in my opinion is one of the Country's best and most objective presentations of news reporting. I find myself looking forward with anticipation to your program each week. May I say in all sincerity that "See It Now" combines both entertainment and news value unexcelled by any other news analyst.

I was particularly interested in your program of April 27, 1954 regarding the Louisville, Kentucky project on mental health. Since this is in my own area of work, your program of that date seemed to offer great possibilities for the interpretation of mental health to the public. I am wondering if your program of April 27th, 1954 is on film, and if so, could it be obtained on a loan basis or purchased? I am sure there are many agencies and organization within the State of Kansas that would be interested in this presentation.

Thank you for your consideration in this matter.

Very sincerely yours,

FAMILY & CHILDREN'S SERVICE, INC.

Edward L. Freemon
(Mr.) Edward L. Freemon
Assistant Case Supervisor

ELF:tr

COPY

THE FAMILY and CHILDREN'S SERVICE, Inc.
KANSAS CITY, KANSAS

May 3, 1954

Edward R. Murrow, Director
"See It Now"
Columbia Broadcasting System
New York City, New York

Dear Mr. Murrow:

I wish to commend your very excellent program, "See It Now," which in my opinion is one of the Country's best and most objective presentations of news reporting. I find myself looking forward with anticipation to your program each week. May I say in all sincerity that "See It Now" combines both entertainment and news value unexcelled by any other news analyst.

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Thank you for your consideration in this matter.

Very sincerely yours,

FAMILY & CHILDREN'S SERVICE, INC.

Edward L. Freemon
(Mr.) Edward L. Freemon
Assistant Case Supervisor

ELF:tr

"SEE IT NOW"

NAVAL and MARINE INVASION MANEUVERS

on

SOUTH CAROLINA COAST

May 4, 1954

Smith, Oliver P.

HEADQUARTERS
FLEET MARINE FORCE, ATLANTIC
NAVAL BASE, NORFOLK 11, VA.

187/rfm
P10
MAY 20 1954

Dear Mr. Murrow,

This is to acknowledge receipt of your letter of May 6, 1954 and also to express my appreciation for the effective manner your representatives of SEE IT NOW filmed portions of LANTAGLEX-54.

Your program reflected creditably on the exercising of elements of the 2d Marine Air-Ground Task Force, Fleet Marine Force in the primary amphibious role of the United States Marine Corps.

Sincerely yours,

Oliver P. Smith
Lieutenant General, U. S. Marine Corps

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, N. Y.

Smith, Lt. Gen. Oliver P. Smith
S/N

May 6, 1954

Dear General Smith:

It was gracious of you to allow representatives of SEE IT NOW to film portions of the Lantaglax - 54 maneuver in which Marines of your command recently participated. I realize the difficulties involved in making men and equipment available for our purposes at such a time.

My representatives have informed me of the cordial receptions accorded them at both Cherry Point and Camp LeJeune, North Carolina, and of the vigorous and effective manner in which your officers and men assisted them. Lieutenant Colonel Patrick Laughlin, your liaison officer, was particularly courteous, helpful and efficient in the continuing coordination required.

Sincerely yours,

Lieutenant General Oliver P. Smith
Commanding General
Fleet Marine Force, Atlantic
South Annex, Naval Base
Norfolk, Virginia

May 4, 1954 - Program: Naval and Marine invasion maneuvers on South Carolina coast.

SN
Sullivan, Walter

May 13, 1954

Dear Mr. Sullivan:

Mr. Paley has handed me your letter of May 7 regarding my SEE IT NOW broadcast of May 4. Permit me to give you the following information. Every foot of film used was screened and scrutinized by security officers assinged by the Navy and the Marine Corps. Every word of the copy used by me was likewise checked by the security officers. This is our unfailing practice in connection with programs depicting maneuvers or actual operations of any branch of the armed forces.

I attach copies of letters received from Rear Admiral H. P. Smith, Commander of LANTAGLEX-54, and Rear Admiral Lewis S. Parks, Chief of Information.

I have no alternative but to regard the clearance by Naval and Marine Corps security officers, plus the commendations of Admiral Smith and Admiral Parks, as being of rather more considerable weight than the hysterical, if not libelous, comments of "a former Naval Reserve PIO officer".

Sincerely yours,

Mr. Walter Sullivan, Jr.
11 Gifford Street
Tuckahoe, New York

cc: Hon. Charles E. Wilson
Hon. Robert B. Anderson
Senator Irving M. Ives
Senator Herbert H. Lehman
Representative Ralph W. Gwinn
J. Edgar Hoover
William Paley

DEPARTMENT OF THE NAVY
OFFICE OF INFORMATION
WASHINGTON 25, D. C.

IN REPLY REFER TO

18 MAY 1954

Mr. Edward R. Murrow
Columbia Broadcasting System-Television
485 Madison Avenue
New York, New York

Dear Mr. Murrow:

It occurred to me that perhaps you would like to see the enclosed despatch which the Chief of Naval Operations sent out last week concerning the "See It Now" Amphibious program.

Your comprehensive report on the Amphibious exercises is indeed a notable contribution to a fuller public understanding of the Navy's role in the security of the free world.

I am to be detached shortly as Chief of Information and I desire to express my sincere appreciation to you and your staff for the splendid cooperation and support you have given the Navy during my tenure in this billet. Your assistance has helped me in carrying out this difficult assignment.

Whenever you are ready to do another Navy story I am certain we can deliver a good show.

Sincerely

Lewis Parks

LEWIS S. PARKS
Rear Admiral, U. S. Navy
Chief of Information

FROM: CNO (Chief of Naval Operations) 071420Z (DATE/TIME GROUP) (OCT)

TO: COMPHIBLANT / CG FMFLANT (Commander Amphibious Force, Atlantic Fleet / Commanding General, Fleet Marine Force)

INFO: CINCLANTFLT
CMC
(Commander in Chief, Atlantic Fleet)
(Commandant, Marine Corps)

PRECEDENCE (ACT)

- [ ] FLASH
- [ ] EMERGENCY
- [ ] OPERATIONAL IMMEDIATE
- [ ] PRIORITY
- [ ] ROUTINE
- [ ] DEFERRED

PRECEDENCE (INFO)

- [ ] FLASH
- [ ] EMERGENCY
- [ ] OPERATIONAL IMMEDIATE
- [ ] PRIORITY
- [ ] ROUTINE
- [ ] DEFERRED

Unless otherwise indicated, this Message will be transmitted with Deferred Precedence

HALF SHEET

CONSIDER ED MURROW'S QUOTE SEE IT NOW UNQUOTE DOCUMENTARY ON LANTAGLEX 54 A MOST EFFECTIVE PUBLIC PRESENTATION ON AMPHIBIOUS WARFARE X THIS FACTUAL AND VIVID ACCOUNT OF A ROUTINE TRAINING EXERCISE CREATES A FULLER PUBLIC UNDERSTANDING OF THE NAVY MISSIONS X THE COMPETENCE AND SKILL DEMONSTRATED REFLECTS CREDIT ON THE AMPHIBIOUS FORCES

ORIG...Ø7 (7COPIES) COPY/bj

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E-45793

DTG

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MADE IN U.S.A.
R18

WALTER SULLIVAN, JR.
11 Gifford Street
Tuckahoe, N.Y.

16

May 7th 1954

Murrow
4.V.1

Hon. Charles E. Wilson,
Secretary of Defense
Defense Department
Washington, D. C.

Dear Sir:

As one interested in sustaining the security of this country, as a loyal American, I wish to file formal protest at the showing of a Navy-Marine maneuver film by Edward R. Murrow, Tuesday evening, May 4th, 1954, on his CBS program, SEE IT NOW.

One can only consider this presentation to be further evidence of this man's continuing leftist tendencies, if not egregious treasonous action.

Whoever released this film is as blameworthy as Murrow. As a former Naval Reserve PIO officer I can safely state that no loyal Naval officer in his right mind would have cleared a film with such information as:

1. Tactics of demolition teams, equipment they used described, including fuses and how they are set.
2. Specific capacities of various landing craft.
3. Length of time to unload, or land, certain numbers.
4. Close-ups of new rockets, methods of loading and firing same.
5. Length of causeway from LSDs to beaches.
6. New helicopter tactics and capacities.
7. Discussion of beachmaster's role.

These are only a few of the items that were depicted and described — and, undoubtedly monitored and recorded by Soviet agents. What perfect training films the Red Army will now have! Every true-blooded American should demand an investigation of this flagrant travesty on security regulations.

Trusting you will attend to the matter.

Sincerely,

Walter Sullivan Jr.

Walter Sullivan, Jr.

cc. President Eisenhower
Secretary Anderson
Senator Ives
Senator Lehman
Rep. Gwynn
J. Edgar Hoover
William Paley

Commander Amphibious Group Two
United States Atlantic Fleet
Fleet Post Office

7 May 1954

Mr. Edward R. Murrow
Room 1703, CBS Studios
485 Madison Avenue
New York City, N. Y.

Dear Mr. Murrow:

As Naval Commander of LANTAGLEX-54, I naturally had intense interest in your program, "SEE IT NOW", of Tuesday past. Your presentation was most effective and technically accurate, and was enthusiastically received by naval personnel here in Norfolk.

I wish to thank you for presenting to the public this important aspect of naval warfare. It was of great value and benefit to the Amphibious Force and the Naval Service as a whole.

It was a most pleasant experience for me to meet and work with the members of your competent staff. If my command can be of assistance to you in the future, do not hesitate to call on us.

Very sincerely yours,

H. P. Smith

H. P. SMITH
Rear Admiral, U. S. Navy

WALTER SULLIVAN, JR.
11 Gifford Street
Tuckahoe, N.Y.

May 18th 1954

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, N. Y.

Dear Mr. Murrow:

The attached copy of my letter to Commander Cutter (and his to me) are quite self-explanatory. Since writing that letter to Sec. Wilson I have come upon some good word about you that makes me feel quite embarassed.(1)

It hurts the pride to back down and this letter is expressly for that purpose. I hereby retract my imputation of egregious treasonous action. However, I still think the release of that film was not the most intelligent thing to do. I would appreciate your serious consideration of the question I put to Commander Cutter. Would you send a copy of that film to the Russian Army or Navy. I'm sure you wouldn't. Before there are any more releases of this kind don't you think a lot of thought should be given to the possibility that the telecast can be filmed and recorded?

"No excellent soul is exempt from a mixture of madness," quoth Aristotle. Since I can't claim excellence I must have more than my share of that mixture. Without getting soppy....please don't run down "hysteria" too much. It is a very natural and necessary defense mechanism of the human body without which your progenitors through the centuries could not have survived. And I dare any man to deny it of himself.

I hope you realize that my letter to Mr. Wilson was properly motivated though not fortuitously well worded. No doubt we will never be friends but leave us not part enemies.

Sincerely yours,

Walter Sullivan Jr.

(1) See James T. Burnhem's THE COMING DEFEAT OF COMMUNISM

WALTER SULLIVAN, JR.
11 Gifford Street
Tuckahoe, N.Y.

May 18th 1954

Commander Blade Cutter, U.S.N.
Department of the Navy
Office of Information
Washington 25, D.C.

Dear Sir:

I am in receipt of your communication of May 14th concerning my protest of the release of the Navy-Marine manuever film shown by Edward R. Murrow on SEE IT NOW, May 4th, 1954. I realize now that imputing treason to anyone is a very serious matter and that a letter written in a moment of pique shouldn't be mailed for at least a week. I have expressed my regret to Mr. Murrow separately but wish to do so here for the benefit of the people receiving copies of that letter.

I still am beside myself for an answer to a most poignant question: Would the United States Navy deliberately send a print of the film used on SEE IT NOW to the Soviet Army/or Navy? I don't think it would. Yet this end was easily achieved, or could have been achieved if a Soviet agent had monitored with film and recording equipment, the production telecast by CBS. Dont you think the Navy should take such a consideration into serious thought?

I have thought it over in my mind several days now but can come up with no other answer than that a little more thinking could go on in the Naval Office of Information. Besides serving in PIO I was also an Amphibs officer during WORLD WAR II for a short time and I appreciate the need for positive publicity for this forgotten branch of the Navy, but not at the expense of security.

I must maintain my opinion against such telecasts but with the qualification that such are not treasonous manifestations of infiltration, but merely ill-advized... Once again my regrets for going off half-cooked at the United States Navy and Mr. Murrow.

Sincerely,

Walter Sullivan, Jr.

cc. President Eisenhower
Hon. Charles E. Wilson
Secretary Anderson
Senator Irving Ives
Rep. Ralph W. Gwynn
J. Edgar Hoover
William Paley
Edward R. Murrow
Senator Herbert Lehman

14 MAY 1954

Mr. Walter Sullivan, Jr.
11 Gifford Street
Tuckahoe, New York

Dear Sir:

Your letter of May 7th to the Secretary of Defense has been referred to this office. Thank you for drawing our attention to a possible breach of security involved in the showing of an amphibious warfare film on the Edward R. Murrow Columbia Broadcasting System-Television show, "See It Now", of May 4th. Letters from alert and loyal citizens are always welcome.

This motion picture was made with the complete knowledge and full cooperation of the U. S. Navy. It was months in planning and took several weeks to complete the shooting and editing. Competent naval personnel scrutinized the entire project from its conception to its conclusion. Working in close coordination with the Navy, Columbia Broadcasting System Camera crews shot scenes at the Naval Amphibious Base, Little Creek, Virginia; the Marine Base at Camp Lejeune, North Carolina and the Onslow Beach vicinity, where the landing was made. Mr. Murrow was invited down to attend the landing but, due to previous commitments, he was unable to attend.

The Amphibious Force is the work horse of the Navy. Although their task is vitally important, they are somewhat less glamorous than other segments of the Fleet and consequently are usually pressed for adequate personnel. This film helped to give the Amphibious Force some of the public recognition they so richly deserve.

Let us take this opportunity to ease your conscience in regard to any flagrant travestry of government security regulations. Not only was the finished product carefully reviewed by a board of censors before being aired, but censorship was applied to the movie throughout its entire filming. As a former Naval Reserve Public Information Officer, you are undoubtedly aware that besides clearing the motion picture security-wise, all personnel involved -- cameramen, soundmen, directors, announcers, etc. -- were screened. Some material used in the production of this movie was classified during World War II but since then has been declassified.

14 MAY 1954

The Amphibious Force keeps in trim by making several of these rehearsal landings each year. To many of these assault landings both the general public and foreign military personages are cordially invited. This was one of these landings. There were hundreds of civilians and several foreign military personnel present, in nearby grandstands, to witness this landing.

We hope this letter has helped to reassure you that no violation of security regulations was either made or intended. Your interest in this matter is appreciated.

Sincerely,

SLADE CUTTER
Commander, U. S. Navy
Director Public Information

Fahrion, V. Adm. F. G.

May 10, 1954

Dear Admiral Fahrion:

I wish to take this opportunity to express my sincere appreciation to you for the excellent cooperation and assistance extended to my representatives in the recent filming of an Amphibious Landing for presentation on our CBS program, SEE IT NOW.

My field directors, Mr. Edmund Scott and Mr. Joseph Wershba, inform me that the hospitality and liaison work performed by your Public Information Officer, Lt. Paul K. Trahan was outstanding in every respect and he is to be commended for his resourcefulness in overcoming many of the obstacles that presented themselves in the course of filming such a major project.

It was indeed a pleasure to work with the Navy and particularly the Amphibious Force on this project. I trust that sometime in the future we will again have the opportunity of working together.

Sincerely yours,

Vice Admiral F. G. Fahrion USN
Commander Amphibious Force U.S. Atlantic Fleet
USS Pocono
Norfolk, Virginia

rh

STANDARD FORM NO. 64

Office Memorandum • UNITED STATES GOVERNMENT

TO : Ed Scott

DATE: 6 May 1954

FROM : Lt. Trahan

Rube
pls do

SUBJECT: Dear Ed;

Attached find proposed letter for Murrows signature.

If it sounds to flowery cut it down. Many thanks for your help.

Sincerely:

Paul Paul

COMMANDER ~~AMPHIBIOUS FORCE~~
UNITED STATES ATLANTIC FLEET
U. S. NAVAL BASE
NORFOLK 11, VIRGINIA

IN REPLY REFER TO:

Vice Admiral F.G. Fahrion USN
Commander Amphibious Force U.S, Atlantic Fleet
U S S Pocono
Norfolk, Va.

Dear Admiral Fahrion:

I wish to take this opportunity to express my sincere ~~thanks~~ appreciation to you, for the excellent cooperation and assistance extended to my representatives in the recent filming of an Amphibious Landing for presentation on our CBS program "See it Now" .

My field directors Mr. Edmund Scott and Mr. Joseph Wershba inform me that the hospitality and liaison work performed by your Public Information Officer, Lt. Paul K. Trahan was outstanding in every respect and he is to be commended for his resourcefulness in overcoming many of the obstacles that presented themselves in the course of filming such a major project.

It was indeed a pleasure to work with the Navy and particularly the Amphibious Force on this project. I trust that sometime in the future we will again have the opportunity of working together.

Sincerely,

Edward R. Murrow

SEE IT NOW

"A STUDY OF TWO CITIES"

Gastonia, North Carolina

Natchitoches, Louisiana

May 25, 1954

A STUDY OF TWO CITIES

MAY 25, 1954

JOSEPH WERSHBA: This is Joe Wershba in Gastonia, North Carolina, eighteen miles west of Charlotte, eight miles north of the South Carolina border; population 30,000—eighty-five per cent white, fifteen per cent Negro. A big textile center, Gastonia calls itself "The Spindle City," and "The City of Growing Beauty." It has a good record of race relations.

EDWARD R. MURROW: We move 881 miles south, to reporter Ed Scott.

ED SCOTT: This is the Cane River on whose banks the city of Natchitoches, Louisiana, was built, Ed. It's the oldest town in the Louisiana Purchase, having had its roots in 1714. It's traditionally and culturally Southern in mood. It has a population today of twelve thousand persons—almost half of whom are Negroes.

MURROW: The Negroes of Natchitoches are distinguished by a controversial statue in the town's square. "Erected in grateful recognition of the arduous and faithful services of the good darkies of Louisiana." Otherwise, the almost 6,000 citizens of Natchitoches observe the normal relationship of white to Negro. Like Gastonia it has a good record in race relations.

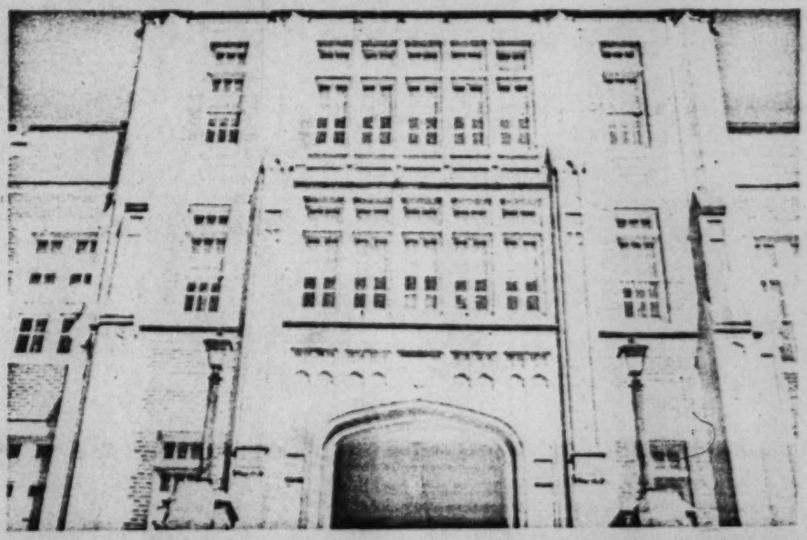
This is the Supreme Court of the United States. For 165 years its sacred trust has been to rule and interpret the law of the land as embodied in the Constitution—equal justice under the law. On May 17, this Court ruled unanimously that segregation in public schools was not legal. Tonight, "See It Now" devotes its entire half hour to an effort to reflect the opinions and attitudes of certain persons who live in Gastonia, North Carolina, and in Natchitoches, Louisiana. There is no such thing as a "typical" Southern town. We selected Natchitoches and Gastonia because they reflect communities in two distinct parts of The South. We start with Dave Gillespie of the Gaston Citizen.

DAVE GILLESPIE: Our greatest need at the moment is level-headedness. Whites of the South should not panic. Negroes should not whet their impatience. It is impossible for the South to turn

back the clock and undo the injustice that was done to the Negro when he was brought into slavery. We cannot wish him away, we cannot close our eyes to his presence. The matter of educating the Negro is only one facet of the question; but the manner in which we handle it, under the principles of the Constitution, will set the pace for the solution of other phases of the so-called Negro problem. In a day when many nations and races are looking to us for leadership to peace and to freedom, we need to reflect in our own country the traditional American virtues of justice and fair play. All parts of this country, not only the South, should do some real soul-searching in this respect.

MURROW: Next, Kay Dickson, who runs the Gastonia Bank of Commerce.

KAY DICKSON: Frankly, I am troubled. I had hoped for a decision of the Supreme Court to be something in the nature of a straddle. I was opposed to Earl Warren being put on the Supreme Court for several reasons. I thought that he did not have sufficient judicial experience, and I was satisfied that he would not be sympathetic with the Southern viewpoint. Now, while this decision was unanimous, yet Chief Justice masterminded it and rendered the decision. North Carolina, in my opinion, has the very best of social—of race relations of any Southern state, and I would hate to see that disturbed. The thought in my mind is that a proper solution—the correct solution—would be arrived at, not by revolution, but by evolution.



MURROW: Gastonia has a white high school and one for Negroes. This one is for whites.

MISS UNDERWOOD [TEACHER]: We have been seeing in our newspapers, "An era comes to an end." Our Court has said that the doctrine of equal but separate public-school education has no place. What do you think about this decision? Jane?

JANE: Well, our parents are more against nonsegregation than we are, but the young people are actually the ones that have to live with them, and we may as well adapt ourselves to it now.

BOY: Well, I don't feel exactly that way about it. I think people in Gastonia during the past years have gotten away from this purely segregation business, because right now in our city council we have a colored man—on our city council here in Gastonia. And—but I don't think that—I think maybe I'm like most people around here, we don't react to things being forced down our throats like this. It's an entirely different thing, see, other than working it out yourself.

ANOTHER BOY: Well, I feel as a majority of the Southerners do, that this decision is like a cloud coming over our Southland. But I think, in time, our colored citizens and white citizens can work out this problem, and I think it will strengthen America in the end.

GIRL: Well, when I learned of the Supreme Court decision I was disappointed, because I am a Southerner. I was taught to be respectful of the Negroes and they were in my home and I had a maid to bring me up, but I was not taught to socialize with them. I think since the Supreme Court has given this decision, they will gradually go into our homes, our circles, and our church; and if this has to be done since the Supreme Court has given this, we are going to have to do it slowly, because it's such a different way of living. It's going to affect everything that we do.

GIRL: Well, Miss Underwood, being a native Georgian, I am very much against nonsegregation. I feel that the Negroes certainly deserve equal rights as far as education in schools are concerned, but I am against the Negroes and the whites going to school together. I think that we, as white people, have developed an air of superiority over their race, and I think it would cause for a split in both races if they mixed and mingled, because some of them couldn't come up to meet our standards.

GIRL: Well, my opinion on this issue would probably be different from the others here because I have had experience in going to school with the colored in New Jersey. And I have lived up North—well, a lot of my life. And I think that if the people down here could see just how well the colored and white get

along in the school in the North, and if they could adapt themselves down here like they are there, I don't think there would be any trouble; but it would take a while for the people down here to adapt themselves, because we aren't used to anything like that.

BOY: We still have many people in the South who have the opinion of separate but equal rights—separate but equal privileges. I think that probably that opinion is out of date. By that I mean that during the earlier history of our nation we had aristocracy. We had a definite line of demarcation as far as the races were concerned. I think the Southerners have progressed to the extent, now, that we can approach this decision and this question as open-minded individuals. And I think we must do it that way or else we will never solve the problem. That old opinion, that old school of thought, is out of date.

MURROW: This is Highland High School, on North York Road.

VINCENT MALLORY [TEACHER]: History tells us that we have much to remember if we were to study American history. There are a number of events that the American people can never forget. To mention a few: the discovery of America, 1492; the Dred Scott decision as handed down by the Supreme Court; and the Proclamation of Emancipation; and perhaps during your time the development of the atomic bomb. On Monday, May the 17th, Chief Justice Warren read the decision of the Supreme Court justices which ruled out segregation. I am pleased, personally, at the vote that was handed down—a nine-to-nothing vote. It proved that the American people are thinking; that our states-

men are truly living up to expectations; that they are basing their opinion on religious belief; basing their opinion on democratic living. Suppose, now, we hear what ideas you have on the Supreme Court decision.

GIRL: I like the Supreme Court ruling on segregation because I think that we, as Negroes, can get a broader education and can advance farther than we have in the past. And one other important reason is, the Communists cannot use this as propaganda against a democratic form of government.

ANOTHER GIRL: The segregation laws were created at a time right after the Civil War, when there was intense feeling against the Negro; when the whites had only thought of the Negroes as working in their house, and so forth. And you must realize that it must have been sort of hard for them to get used to someone being accepted as their equal, after working for them—something like a cat, or household animal, or something that you expect to see but there is no great love for. And these laws are old, and they were created by people who had nothing to do with this modern civilization of ours—and they are altogether outdated.

GIRL: I am pleased that the issue of segregation has ended. But for myself, I would not like to attend the schools with the white children, because of the fact that we aren't too welcome; and I think that the consequences will be a mixture of Negroes and whites, but the consequences would also be an embarrasing situation to the Negroes.

MURROW: Three days after the Supreme Court decision, the Parent-Teachers Association met at a white elementary school.

REVEREND HARDEE: And I'd like to know what some of the rest of you think, and I'd like to hear some opinions from some of the rest of you.

MISS PETTIT: I am a classroom teacher here at the school. Personally, as a teacher, I wouldn't mind teaching both colored and white children, because I don't think there would really be any problem. I think the real problem would be in the home. That's where you learn prejudice, is at home. And you've got to educate these parents.

PAT MCSWAIN: This problem is not something new. We have seen it work itself out in the armed services here in the South. We have seen it work itself out in the postal services. We have seen it work itself out in the police forces of our communities all

through the South. We go into the stores with colored people. We try on the clothes that they try on, and we buy them that they have already tried on, and they seem to fit us, and we seem to like it. I believe with all of my heart that this problem will be worked out. I hope that it will not—that it will be worked out gradually. I hope that they can enter the first grade and work from there on up, and then it will work itself out so gradually that we will not be conscious of the fact that we have had a problem. And I believe the South will come forward with a progressive move, and that this section of the South will not be radical enough to do foolish, like maybe some other sections of the South will do.

MURROW: The Negro P. T. A.

CHAIRMAN JOHN F. GLYNN: As for me, it was something that I had looked forward to with anticipation because, had the Supreme Court ruled otherwise, it would have, to my mind, been somewhat of a let-down, where the United States would have lost face in the world because of the problem of segregation. As of now, we will have some views from Mrs. Hope.

MRS. HOPE: Mr. Chairman, in my opinion we don't want—we don't want to be in the homes and sleeping and doing with the white

people. We want a free—we want to live free, and feel free. We want schools like they have. We want streets like they have. We want homes like they have. We—we just want the same wages—and we work like they do, we want wages like they do. We don't want to be in their homes and in their schools. We want schools of our own. We are people, just people, and we have children—and we want our children brought up just like the white people brought up. But we want them to be just there. We want to be ourselves. We don't want like a heap of them think we want. We want freedom in every way, and everywhere. We want to feel free. I just burns within me sometimes when I see the conditions of our children and our homes, and that cause so much crime. That's why the crimes come—in back alleys and back streets, over the fence. When they clean up that, and put us on the map like the white, we will feel free, and that's as far as we want to go. We just want our equal rights that's due us.

GLYNN: Thank you, Mrs. Hope.

MURROW: Natchitoches, Louisiana, is seventy-three miles from Shreveport, fifty-eight miles to Alexandria. As with Gastonia, no Supreme Court action since the Dred Scott decision hit it with such impact. This is Cunningham of the Natchitoches Times.

CHARLES CUNNINGHAM: We believe that the Supreme Court decision ignores the fact that, for good or ill, the white South pays almost all the taxes that go to the school system, and that he who controls the purse had better be considered in making plans. It is this factor that makes us decide that Monday's decision may well turn out to be a disaster for the Negro.

MURROW: Natchitoches has one college, for whites only. There is a high school for each race.

LEONARD NICHOLS [TEACHER]: The Negro has made tremendous advances in this state and in the South in the past fifteen years, and that leads me to say that segregation for both races is best. Segregation has and is working in the South, which contains two-thirds of the Negro population. The population of the Negro people in the United States is fifteen million. The population of the Negro people in the South is ten million. In Minnesota, with 14,022 Negroes, or one out of every 200, it certainly wouldn't be the same situation as compared with Mississippi with a population of ninety out of every 200. I am now going to throw this discussion open to you and receive your questions and comments.

GIRL: Even though the Supreme Court has passed the ruling that segregation should be abandoned, that's no sign it will be. I believe that the Negroes will still go to their school and we will go to our school, unless they have some system of zoning; and that wouldn't work in Natchitoches, because the whites and the colored live too close to one another. You just couldn't zone it off. Anyway, there'd be whites going to colored school and colored going to white school—just a few, and those few would be very unhappy.

BOY: I personally do not believe that the Negro of the South wants to go to school with the white people. Therefore, if the law is passed and segregation is done away with, and we do go to school with them, I believe that such things as race riots and other things will come about because I do not believe the South is ready for segregation—nonsegregation. Excuse me.

GIRL: And you have to consider the fact that there are an awful lot of colored teachers in the state, in our State of Louisiana, and if we did away with segregation right now and had, say, the two races intermingling in school next year—well, there would be an awful lot of colored teachers out of jobs, because—well, it would just be that way. I mean, mostly if a colored teacher and a white teacher would both apply at the same place, most likely the white teacher would get the job.

MISS MARTIN [TEACHER]: A decision of the Supreme Court has been made that segregation has no place in public schools. We were asking you today to come prepared to discuss some of the problems that might face you as a result of this decision. What difference might this make in your lives? As craftsmen, as workers, how do you feel that this Supreme Court decision will work out in education?

BOY: In my opinion, Miss Martin, I think that the decision handed down by the Supreme Court is one of the most wonderfulest things that happened in America and especially in the South in the last fifty years, and it will affect me greatly. Speaking of myself only, not being financially able to go to a distant college and spending money, I figure if this law is put into action that I'll be able to attend one college right here in my hometown of Natchitoches—and that college is Northwestern State College—to obtain an education.

ANOTHER BOY: I think that if the white and the colored students mingle, I don't think there would be any conflicts between them,

and because I have lived with white people before—I am a veteran—and I slept with them, I ate with them, and we got along fine. We were just friends, and I became friends with some of them before I became friends with my own race. And I think it's the wonderfulest thing that ever happened to America.

THIRD BOY: Miss Martin, I'd like to add to what Cy said about in the classroom. I don't know exactly how I would feel in the classroom with the white boys there, because we have been segregated all the time. But I would like to experience this, because all men are created equal, and I think that if we were going to school with the white boy and have equal facilities with them we'd be better students, because we don't know if I am better than they are or they are better than I am. I'd like the experience—see what would happen.

MURROW: On Saturday evening there was a meeting of citizens at the court house. By custom, the whites and Negroes sat on different sides of the aisle.

REVEREND: The Court could not very well have handed down any other decision, for had it done so, it would have said to the world that we are afraid to really risk democracy.

JOHN MAKAR [ATTORNEY]: I went to at least eight different schools in Pennsylvania and in Detroit, Michigan, and in all of my years in the elementary schools and in the high schools, I did not meet one Negro teacher during all of those years under a nonsegregated system. Professor Williams?

PROFESSOR HANK WILLIAMS: Mr. Chairman—Mr. Makar, are there as many Negroes in the North as in the South?

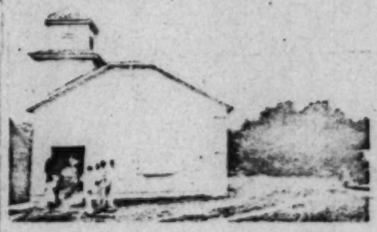
MAKAR: In certain areas—in certain areas there are, and I believe in proportion to population you don't have as many colored teachers in the nonsegregated areas of the North that you have in the South.

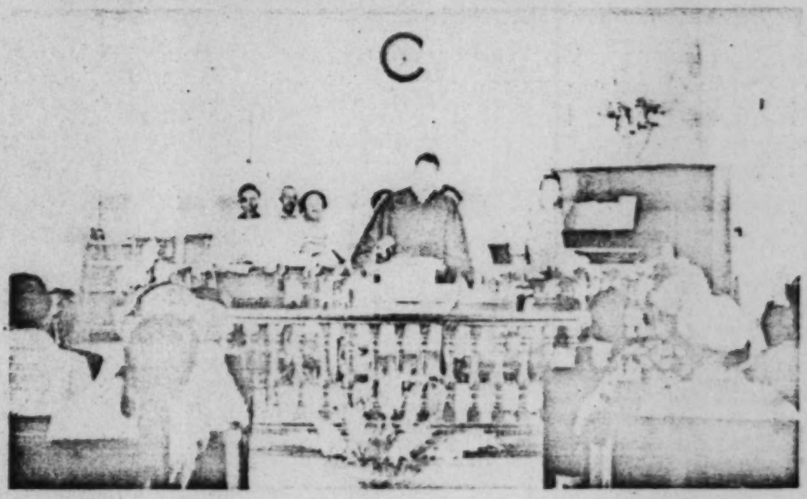
WILLIAMS: If I am going to a state-approved school, coming out with a certificate approved by the State of Louisiana and recog-

nized by the nation, and I am only qualified to teach my childre —or colored children, I have no business in a classroom at all. my education or my training doesn't enable me to fix as good pipe as a plumber as there can be found anywhere—if my train ing as a shoemaker does not train me to fix as good a shoe a could be found any place—if my training to use the surgeon' knife, if you will, does not train me to cut on one human bein who has the same anatomy as another, I dare say my trainin has been at fault. I have no business in a classroom at all.

MRS. LEARY: I don't think the decision of the Supreme Court i right. I think it's taking away state rights, and I believe our country was founded on the principle, democracy for the people and by the people. And I believe that you people, our colored people, will agree that Louisiana has done all they could to give equal opportunities to all people, regardless of color, race, or creed. And we should give everybody equal opportunity, but I have been living around the colored people all my life and I don't believe that they want to go to our white schools. They want to have their own schools and their own things so they feel like they belong to them, and not mix in with the white.

MURROW: On the seventh day after the Supreme Court decision, the people of Natchitoches went to church.





REVEREND J. D. WYNN: As citizens of the United States, let us not be too hasty, but let us remember to think and plan with the spirit of Christ. Some of the good people of both races who live under the protection of the United States may not be satisfied with the decision of the Supreme Court, but all of us know that the

Supreme Court of t power that we have subject to the highe The powers that be the power resisteth

MURROW: And in Ga the people went to

CHOIR: "For thine

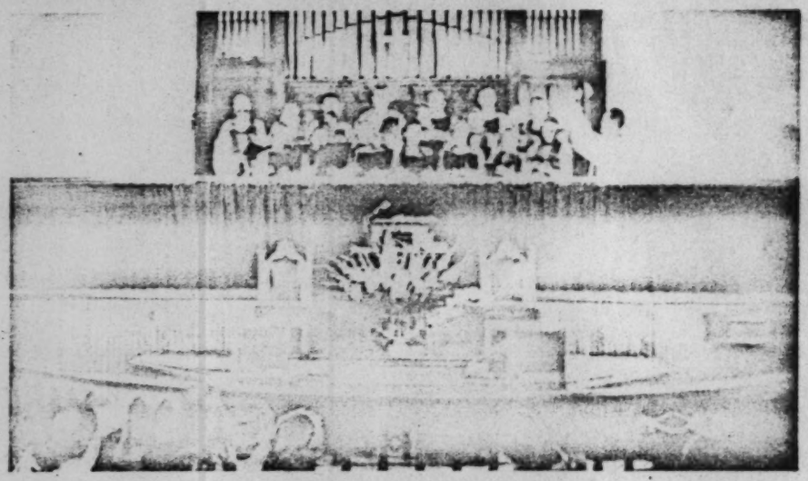
DR. WILSON O. W My father born years. He lived der the carpet economic cond pose the last dominance of Negro. And s and still hold fended on the highest judici men appoint States, has g scientious du patiently, lo

[CHURCH BEL

MURROW: We cities as the aspect of an Mack.

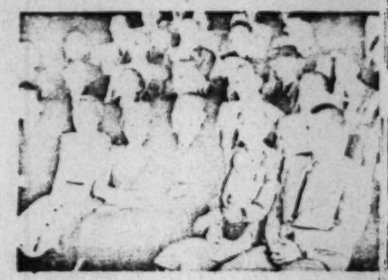
Supreme Court of the United States is the highest governing power that we have in the world. Paul tells us: "Let every soul be subject to the higher powers, for there is no power but of God. The powers that be are ordained of God. Whosoever resisteth the power resisteth the ordinance of God." Amen.

MURROW: And in Gastonia, North Carolina, on the seventh day, the people went to church.



CHOIR: "For thine is the glory, forever. Amen."

DR. WILSON O. WELDON: My own heritage is rooted in the South. My father born in 1847 in South Carolina owned slaves for a few years. He lived through the hard days of reconstruction and under the carpetbagger. Yet he came to adjust himself to these new economic conditions and to change the race relations. And I suppose the last area of my own life to come under the influence and dominance of Jesus Christ was in my own attitude towards the Negro. And so now for several years I have held the conviction, and still hold it, that the practice of segregation cannot be defended on the basis of the Christian religion. And now that the highest judicial body in this republic of ours, consisting of nine men appointed by three different Presidents of the United States, has given this unanimous decision, I feel it to be my conscientious duty to do my best to implement this action helpfully, patiently, lovingly, and realistically.



[CHURCH BELLS.]

MURROW: We have tried to hold a mirror behind two Southern cities as they debate and discuss, seriously and soberly, a new aspect of an old problem. Cameramen: Martin Barnett, Charlie Mack.

SEE IT NOW

EDITED BY

EDWARD R. MURROW

AND

FRED W. FRIENDLY

1955

SIMON AND SCHUSTER

NEW YORK

"SEE IT NOW"

HURRICANE EDNA

September 14, 1954

Anderson, Major W. C.
Anderson, Maj. W. C.
SEN

SEPTEMBER 13, 1954

MAJOR W. C. ANDERSON
HEADQUARTERS AIR WEATHER SERVICE
WASHINGTON, D.C.

MANY THANKS FOR YOUR WIRE STOP AM SURE THE

TELEVISION PROGRAM WILL WORK OUT ALL RIGHT.

ED MURROW

1-43-

PROGRAM" HURRICANE EDNA - September 14, 1954

MAJOR W. P. "ANDY" ANDERSON
Hqs AIR WEATHER SERVICE
RE-58900 (WASHINGTON)
EXT 5228

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This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

W. R. MARSHALL, PRESIDENT

SYMBOLS

DL = Day Letter

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VLT = Int'l Visaray Ltr.

(47)

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1954 SEP 10 PM 8 57

=NA508 PD=TDW SILVER SPRING MD 10 837PME=

=EDWARD R MURROW=DELIVER CBS

485 MADISON AVE=

=HURRICANE HUNTERS OF THE FIGHTING 53RD JUST NOMINATED YOU THE CORRESPONDENT THEY MOST LIKE TO FLY THROUGH HURRICANES WITH STOP PROGRAM TERRIFIC

ANDY=

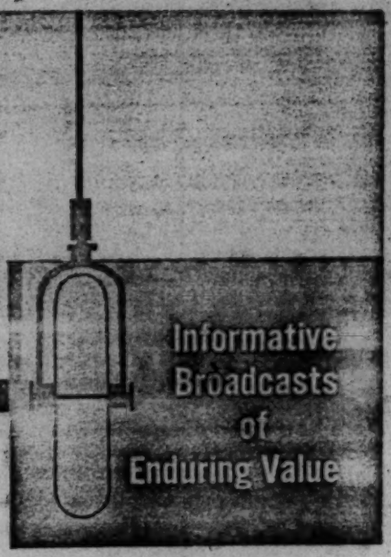
THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

HURRICANE EDNA
Sept 14, 1954
SIN

RADIO TV

Scripts

THE LISTENER'S DIGEST



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Tough Kids from the Streets of New York

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A Biography in Sound

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September • 1955

A FACTS ON FILE PUBLICATION

IN THE EYE OF A HURRICANE

by EDWARD R. MURROW

Excerpt from EDWARD R. MURROW AND THE NEWS
CBS Radio Network, Aug. 10, 1955.

So that other people may be warned, a few men in the U. S. air forces make it their business to track approaching hurricanes by riding them out in airplanes. Last year, Edward R. Murrow went along on such a mission with the crew of an Air Force B-29 that flew into the calm dead-center, the "eye," of a hurricane called Edna. His account of the experience was rebroadcast last month on a night when the East Coast, from the Carolinas to Cape Cod, was braced for the approach of a similar storm called Connie.

This is Murrow's description of the flight through Edna, beginning as the plane approached the hurricane:

We went down to 7,500; surface winds now estimated at about 60 miles an hour. Flew right along the top of a flat cloud with the feeling that if the pilot let his wheels down he'd leave a track in it. The next time we saw water, the wind was cutting the top off the white-caps, and there was a thin gauze of spray as far as we could see. Then into the cloud again and that ghostly gray light that seemed to rub off on the faces of the crew members and cause them all to look as though they were ill and hadn't slept for a long time.

The radar kept reaching out, looking for Edna's eye. It showed a high bank of clouds to the right and to the left. We were flying blind in that gray stuff in a sort of valley between. Suddenly there was a hole in the clouds, maybe a quarter of a mile across, and at the bottom there was foam. It was like looking down a deep well with a huge egg-beater churning up milk at the bottom.

We flew on, and then began the real search for the eye of the hurricane. There were sudden changes in temperature, more rain. Radar reported. The engineer reported. The navigator wanted to know if anybody could see surface winds. The radarscope didn't show anything, and we were bounced around a little.

The skipper said, "There's a storm around here somewhere. Let's go find it." The navigator asked for a turn to the left, and in a couple of minutes the B-29 began to shudder. It was a twisting, tortured, ringing sort of motion. The co-pilot said, "I think we're in it." The pilot said, "We're going up," although every control was set to take us down. Something lifted us about 300 feet and the pilot said, "We're going down," although he was doing everything humanly possible to take her up. Edna was in control of the aircraft. We were on an even keel but being staggered by short, sharp blows. Then we hit something with a bang that was audible above the roar of the motors, and more than one man flinched. It was a solid sheet of water. Seconds later, brilliant sunshine hit us like a hammer, and a little rainbow spun off the starboard outboard prop, and someone shouted: "There she is," and we were in the eye.

Calm air, flat calm sea below. A great amphitheater, round as a dollar with white clouds sloping up to

25 or 30 thousand feet. The water down below looked like a blue alpine lake with snow-clad mountains coming right down to the water's edge. It was a great bowl of sunshine. Someone, I think it was the right scanner, shouted: "So help me, there's a ship down there!" And there was, right in the center of the eye. We guessed her to be a 10,000-ton merchant ship, moving very slowly in that calm water with only a thin feather of wake behind her. She appeareed to be in no trouble, but trouble was inevitable sometime because she was surrounded by those cloud mountains and raging water.

The eye was 20 miles in diameter. We went down to 1,500 feet and flew back and forth across it, making shallow penetration to the storm area. The temperature went up 14 degrees. The altimeter said 4,000 feet, but we were actually at 1,500. The civilian weather officer aboard looked at Edna with a clinical eye and said: "She's a copy-book hurricane, beautifully formed." We took her temperature, measured her speed, threw overboard scientific gear which might help to chart her future movement, while we continued to fly around in the calm at the bottom of that funnel of white clouds.

The eye of a hurricane is an excellent place to reflect on the puniness of man and his works. If an adequate definition of humility is ever written, it's likely to be done in the eye of a hurricane.

☆ ☆ ☆

A Case Against Divorce

By Howard Whitman

WE'RE DIVORCING couples in the United States at the rate of about 400,000 per year. This means that every day, on the average, more than 1,000 couples are seeing their marriages come to an end. Young couples who rush into divorce during the early years of marriage account for the bulk of the increase.

George Barnard Shaw once pointed out: "When two people are under the influence of the most violent, most insane, most illusive and most transient of passions, we cannot expect them to remain in that excited, abnormal and exhausting condition continuously until death do them part. Quite the contrary. We expect them to grow to a mature, deep and meaningful relationship which no longer must feed upon infatuation but rather will thrive upon something called love."

This does not occur by magic. It takes some working; it also takes a whale of a lot of patience, and this is what the modern couple too often lacks.

When we look at divorce statistically we see a graph which is formidably top-heavy in the early years of marriage. Twenty-four percent of all divorces occur in the first five years of marriage, 60 percent in the first seven years. These are the years of adjustment, and the figures show how many couples are walking out on marriage without even waiting to get adjusted.

From a report on NBC Radio's WEEKEND. Mr. Whitman is a nationally prominent authority on social problems, medical broadcaster on NBC Television's HOME SHOW, author of numerous books, magazine articles and syndicated newspaper series. WEEKEND, the Sunday Magazine of the Air, now superseded on NBC Radio by MONITOR, was produced for NBC News by Arthur Wakelee.

Press Clippings

RADIO TV Scripts
THE LISTENER'S DIGEST
119 WEST 57th STREET • NEW YORK 19, N. Y. • COlumbus 5-2013

September 23, 1955

Dear Mr. Murrow:

Enclosed are advance first-issue copies of RADIO-TV SCRIPTS, our effort to perpetuate in print some of the fine informative material produced by radio and television. This issue contains the "See It Now" report on "Cigarettes and Lung Cancer" and your Aug. 10 rebroadcast on the flight through Hurricane Edna. We are very much indebted for the privilege of using these scripts and hope you will approve of the treatment given them.

The magazine is getting into circulation a little later than first intended so this issue will be re-dated for distribution in October, and monthly publication will take effect in November. I would be very much interested in any criticism or suggestions you might make toward improving the magazine on the basis of this issue.

Sincerely,

Fred McGhee

Fred McGhee
Editor

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
NYC

• A FACTS ON FILE PUBLICATION •

Edward R. Murrow

September 10, 1954
7:45 - 8:00 PM EST

Yesterday this reporter had the privilege of looking into the eye of Hurricane Edna. We took off from Bermuda at 11:30 AM in a specially equipped B-29. The Air Force boys were working for the taxpayers, going out to chart, measure, map and study the hurricane. We climbed to ten thousand, blue sky overhead, blue water without a single whitecap below, and headed West. For about an hour-and-a-half there was nothing to do except remember that flying is made up of many hours of boredom, interspersed with a few minutes of stark terror. Then there were a few whitecaps, but no cloud. Then the whitecaps grew in size - surface wind about thirty miles an hour; a few scattered cumulus clouds ahead. A big cloud seemed to summon its neighbors, and they built castles and lakes and cities on hillsides, all white against the blue of the sky. We bored through a few and skirted others. Then there was a big mountain of clouds ahead, and we went in. A few rain squalls, but little turbulence. The texture of the cloud changed, became a ghostly grey; we couldn't see the wing-tips of the aircraft. Twenty minutes later there was a little blue-grey light, but it seemed to come from all around us. Suddenly blue water again, no whitecaps, but the ocean was heaving about below as though a giant were shaking a rug. Into another cloud, out on the other side, and the ocean had changed its face.

Long irregular furrows, like a drunken ploughman had been ploughing a field of blue velvet and turning up snow. We went down to seventy-five hundred - surface winds now estimated at sixty miles an hour; flew right along the top of a flat cloud, with the feeling that if the pilot let his wheels down he'd leave a track in it. The next time we saw water, the wind was cutting the top off the whitecaps, and there was a thin gauze of spray as far as we could see. Then into the cloud again, and that ghostly grey

light that seemed to rub off on the faces of the crew members, and cause them all to look as though they were ill and hand't slept.

Radar kept reaching out, looking for Edna's eye. It showed a high bank of clouds to the right and to the left - we were flying blind in that grey stuff in the valley between. Suddenly there was a hole in the cloud - maybe a quarter-mile across - and at the bottom there was foam, like looking down a deep well with a huge egg-beater churning up milk at the bottom. We flew on, and began the real search for the eye of the hurricane. There were sudden changes in temperature, more rain; radar reported, the engineer reported, the navigator wanted to know if anybody could see surface wind. The radarscope didn't show anything; we were bounced around a little; the ~~Skp~~ Skipper said: "There's a storm around here somewhere - let's find it."

The navigator asked for a turn to the left, and in a couple of minutes the B-29 began to shudder. It was a twisting tortured motion. The co-pilot said: "I think we're in it." The pilot said: "We're go ing up", although every ~~xxxxxxft~~ control was set to take us down. Something lifted us about three hundred feet, then the pilot said: "We're going down", although he was doing everything humanly possible to take us up. Edna was in control of the aircraft. We were on an even keel but being staggered by short, sharp blows. Then we hit something with a bang that was audible above the roar of the motors: More ~~thxxfxx~~ than one man flinched. It was a solid sheet of water. Seconds later brilliant sunlight hit us like a hammer; A little rainbow spun off the starboard outboard propeller - someone shouted "There she is", and we were in the eye. Calm, air, flat, clam sea below; a great amphitheatre, round as a dollar, with white clouds sloping up to twenty-five or thirty thousand feet. The water looked like a blue alpine lake with snow-clad mountains coming right down to the water's edge. A great bowl of sunshine. Someone, I think it was the right scanner,

shouted: "So help me, there's a ship down there", and there was - right in' the center of the eye. We guessed her to be a ten thousand ton merchant ship, moving very slowly in that calm water, with only a thin feather of wake behind her. She appeared to be in no trouble, but trouble was inevitable sometime, because she was surrounded by those cloud mountains and raging water. The eye was twenty miles in diameter. We went down to fifteen hundred feet and flew back and forth across it, making shallow penetrations of the storm area. The temperature went up fourteen degrees the altimeter said four thousand feet, but we were actually at fifteen hundred. The civilian weather officer aboard looked at Edna with a clinical eye, and said: "She's a copybook hurricane - beautifully formed." We took her temperature, measured her speed, threw overboard scientific gear which might help to chart her future movements, while we continued to fly around in the calm at the bottom of that funnel of white clouds.

The eye of a hurricane is an excellent place to reflect upon the punyness of man and his works. If an adequate definition of humility is ever written, it's likely to be done in the eye of a hurricane.

The engeneer reported some trouble with the Number three engine; we climbed to ten thousand feet, and bored in to the wall of white cloud that surrounded the eye. It was not as rough going out as coming in because the navigator had picked his exit well.

Going back to Bermuda we talked of hurricanes. One of the pilots said: @We were certainly disappointed in Carol; we just didn't think she would do what she did." He had flown through Carol so often that he regarded her as a friend who had committed a major misdemeanour.

These young men who fly the Air Weather Service are doing all that can be humanly done to provide information upon which adequate warning can be based. After all, the only thing you can do about a hurricane is to watch it and

get ready for it.

After flying only nine hours with those young men of the Air Force yesterday, on a routine mission, I think they deserve combat pay.

"SEE IT NOW"

A VISIT WITH CARL SANDBURG

FLAT ROCK, NORTH CAROLINA

October 5, 1954

Haverlin, Carl
SIN

October 14, 1954

Dear Carl:

Many thanks for your kind words about the Carl Sandburg half-hour on SEE IT NOW. It was indeed good of you to take the time to write.

Sincerely yours,

Mr. Carl Haverlin
President
Broadcast Music, Inc.
580 Fifth Avenue
New York 36, New York

rh

BROADCAST MUSIC, INC.
580 FIFTH AVENUE, NEW YORK 36, N.Y.

CARL HAVERLIN
PRESIDENT

October 6, 1954

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, N.Y.

Dear Ed:

The sustained excellence of "See It Now" brings about a sort of casual acceptance of the splendid things that you and Fred Friendly are constantly giving us. We come to take things like this for granted.

Perhaps because I know Carl Sandburg better than I know any of those you have ever before handled in this program, I want to give you my warmest praise for a superlative job. Not only did you put Carl at his peak but you went right along with him.

I am going to Chicago tonight to be present at the luncheon given to Carl tomorrow by his friends. I shall take great pleasure in telling him personally that hereafter on all such occasions he should team up with Murrow.

Sincerely,

Carl Haverlin

Hausman, Louis
SIN

CBS-COLUMBIA

A Division of Columbia Broadcasting System, Inc.

3400 47TH AVENUE, LONG ISLAND CITY 1, NEW YORK · EXETER 2-3000 · CABLE ADDRESS: COLSETS

LOUIS HAUSMAN
Vice President

October 7, 1954

Dear Ed:

Now that I am making them, I find little time to watch what comes over 'em. However, I did see your Sandburg show last Tuesday, and thought it was great. (Pardon the adjective.) It was a sermon in the best sense of the word.

I thought you would like to know how much it was appreciated. With all best wishes

Sincerely,

Lou

Mr. Edward R. Murrow
485 Madison Ave.
New York, N.Y.

No ans

S2N

JULY 15, 1954

FROM

COLUMBIA LONDON

PRESIDENT MORROW SAYS HAVE SHIPPED SANDBURG PROVISIONALLY TO
LAST WEEK IN AUGUST STOP PERHAPS ABOUT THREE DAYS SHOOTING
STOP EVERYTHING HERE MARCHING SATISFACTORILY REGARDS

OBERON

202-550-43

CBS RADIO

Office Communication

to: MR. SHAND cc: Mr. Friendly

from: E.R.Murrow

June 15, 1954

I have agreed with Carl Sandburg that Fred Friendly and I will go to Flat Rock, North Carolina, the fourth week in July. We will do a record album for CBS--Jim Golding has agreed to this--and we will prepare at least one television program for SEE IT NOW.

I have undertaken to provide Sandburg, as soon as possible and in the simplest language, the terms and conditions of payment for the album and the SEE IT NOW program, and for any subsequent use that may be made of the film we shoot.

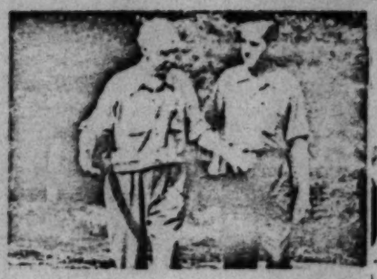
Could you have someone prepare the document.

E.R.M.

dm

A VISIT TO FLAT ROCK—CARL SANDBURG

OCTOBER 5, 1954



EDWARD R. MURROW: Good evening. There are men who can point to a skyscraper, to a railroad, to a billion-dollar corporation, and say: "That's mine. I did that. That's my life work." These twenty-eight volumes represent the life work of Carl Sandburg, who is seventy-six. It starts back in 1916 with "Chicago Poems," and extends through to the single volume of "Lincoln," to be published the day after tomorrow. Mr. Sandburg spends much of his life writing. Six volumes on Lincoln—a million-and-a-half words. He has spent much of the last three years condensing, compressing that into one volume. Recently, we had an opportunity to spend three days with Carl Sandburg at his goat farm in Flat Rock, North Carolina. Charlie Mack was the cameraman.

Carl, I know that you do a lot of your work here in the house but you also do some of it up on this rock, don't you?

CARL SANDBURG: Once in a while. There's some five months out of the year here that you can sit outside, if it isn't raining, and I have a chair up there and a bench down here, and I have written thousands of words with a lead pencil. I have not bothered to drag a typewriter up.

MURROW: Carl, why did you come to Flat Rock to settle, anyway?

SANDBURG: Well, we had no pasture for the goats, in Michigan. The Missus says if we could go where the winters are not so long and not so cold, we will live longer, and then we came up here. And out of several places, we thought we liked this one for scenery and for some air and some good pasture; and you can raise most anything on some of the ground there.

MURROW: Carl, it's up here on this rock where you wrote part of "Always the Young Strangers"?

SANDBURG: Yes. I wrote thousands of words with a lead pencil, and my daughter Helga transcribed them. But on Lincoln, I couldn't bring the materials that I need to consult from time to time. I couldn't bring them up here. So—

MURROW: You wrote most of that in the house?

SANDBURG: Yes.

MURROW: Well, perhaps you will show us your workroom in the house a little later.

SANDBURG: It's a dizzy corner, kind of a crazy corner—because I don't pretend it's organized.

MURROW: How old were you when you scored your first literary success?

SANDBURG: I was thirty-eight when "Chicago Poems" was published. That was my first book by a regular publishing house.

MURROW: And when did you really begin to be seriously interested in Mr. Lincoln?

SANDBURG: Well, I have been nearly all of my life. Heard men talk about him when I was a boy—politicians and preachers—and I knew sometime I would do at least a small book on Lincoln, to be titled, "The Life of Abraham Lincoln for Young People." And as I went through the basic Lincoln research books, why, it came over me there was something else I was started on—and I ended up with six volumes and a million-and-a-half words on Lincoln—and I don't know yet what to make of it.

MURROW: A million-and-a-half words and then "Always the Young Strangers." You sat in that chair with a pencil, a pad, and that fabulous memory of yours, and wrote it here on this rock under the trees. Is that right?

SANDBURG: Trying to recollect with a memory that I think is imperfect, very—no one knows better how imperfect it is than I. But people say I have got total recall. I deny it.

MURROW: Well, let's sit in this chair where you wrote "Always the Young Strangers" and talk about Mr. Lincoln. I have got an advance copy here of this one-volume Lincoln, and in the preface you have got some of, I think, the noblest language I ever read. Will you read a little bit of it for us?

SANDBURG: Well, there are some good lines at the end of that preface. I did not write them. I chose them from thousands of commentaries on Lincoln that I have met in my life. These are among the most significant, about why Lincoln lasts: "There is no new thing to be said about Lincoln. There is no new thing to be said of the mountains or of the sea or of the stars. The years go their way but the same old mountains lift their granite shoulders above the drifting clouds. The same mysterious sea beats upon the shore. The same silent stars keep holy vigil above

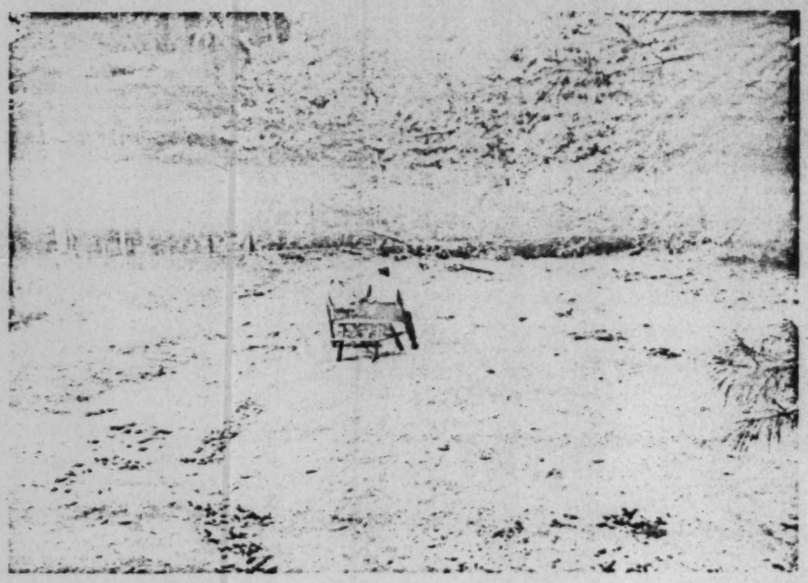
a tired world. But to the mountains and sea and stars, men turn forever in unwearied homage. And thus with Lincoln, for he was a mountain in grandeur of soul. He was a sea in deep undervoice of mystic loneliness. He was a star in steadfast purity of purpose and service. And he abides."

MURROW: Carl, why did you spend so much time with Mr. Lincoln?

SANDBURG: Oh, the straight-off simplest answer to that is: because he was such good company. I have been through all the basic research material about him, and I have sort of lived with him off and on for forty years and more, and he still is good to brood about. He still has laughter and tears that are good for a fellow. Well, he was also the first humorist to occupy the White House—the first man of humor. He was pre-eminently a laughing man, and he used to say that a good story was medicine.

MURROW: What was Mr. Lincoln's favorite story?

SANDBURG: It was about a druggist in the state of Maine, where they had a prohibition law. No alcoholic liquor could be sold, and an Irishman came in—the word among them for liquor was "the crather"—the creature. And the Irishman asked for a glass of lemonade, and as the druggist was fixing it, he said, "And could you put in a wee bit of the crathur, unbeknownst to me?" And once in a public speech, Lincoln had a sentence: "I am like the Irishman—I have to do some things unbeknownst to myself."

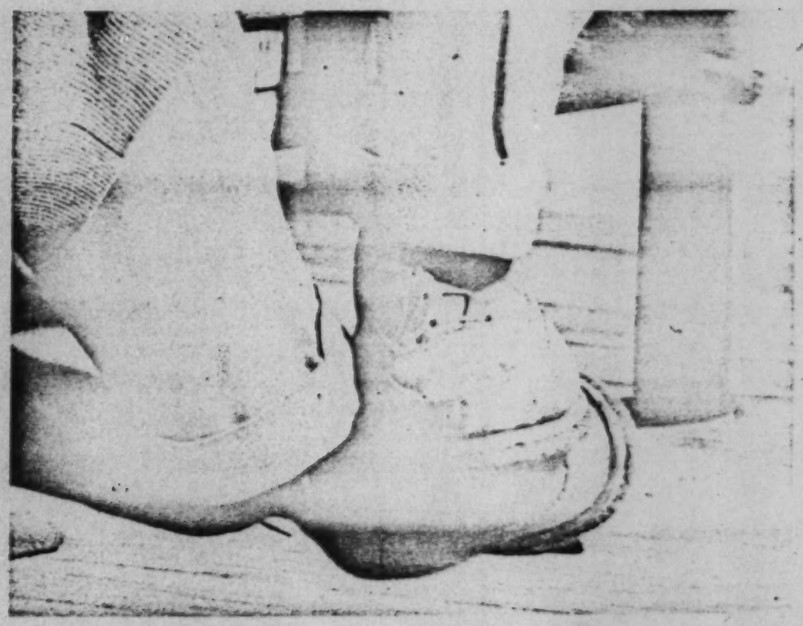


MURROW: *In the course of this three-day visit, Carl Sandburg talked of Lincoln's humor and his tears; of Ty Cobb, and adjectives, and bad poetry; of goat's milk, and goober peas. One night as we lost our light up on the rock, we moved down to the Sandburgs' front porch, and as the sun settled behind the Blue Ridge Mountains and the Smokies, and the crickets and the stars came out, Carl sang what he considers to be the favorite of all Confederate war songs.*

SANDBURG: [SINGING]:

"Sitting by the roadside on a summer's day,
Chatting with my messmates, passing time away,
Lying in the shadows underneath the trees—
Goodness, how delicious!—eating goober peas;
Peas, peas, peas, peas—eating goober peas—
Goodness, how delicious!—eating goober peas.

When a horseman passes, the soldiers have a rule
To cry out at their loudest, 'Mister, here's your mule!'
And another pleasure, enchantinger than these,
Is the wearing of your grinders, eating goober peas:
Peas, peas, peas, peas—eating goober peas—
Goodness, how delicious!—eating goober peas."



ri Sandburg
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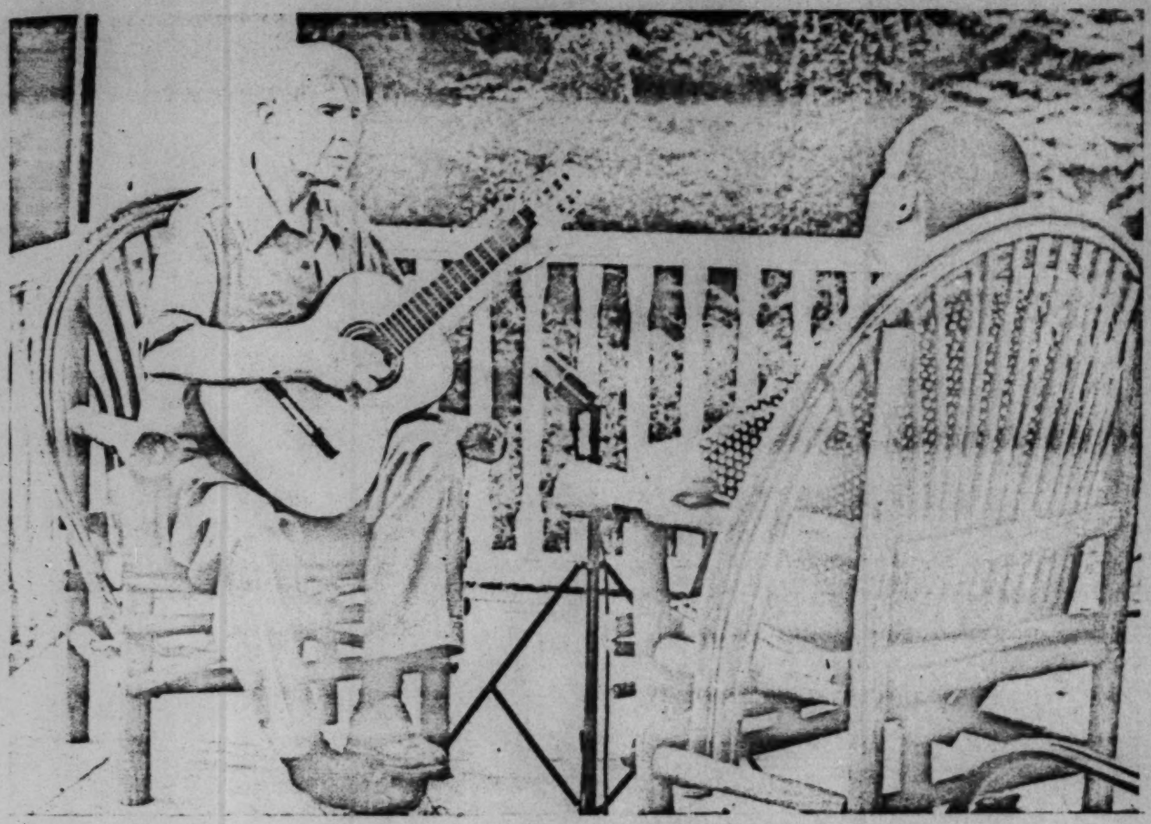


Now, the goober pea's the peanut. That's the nickname in the South for the peanut. And so maybe it would be just as well to dedicate this song to George Washington Carver of Tuskegee University, who discovered—who discovered eight hundred new uses for the peanut, alias the goober pea.

MURROW: Carl, tell me, why do you dislike adjectives?

SANDBURG: I am not sure it didn't come out of an experience I had at West Point.

MURROW: What was that?

SANDBURG: At West Point, for two—for a while there, I was a classmate of Douglas MacArthur and Ulysses S. Grant the Third. I was a classmate of theirs for two weeks. I was notified by the superintendent that I had failed in arithmetic. I might have expected that; but *grammar*—grammar—I probably—I probably failed to remember the definition I had read of a verb—and, I don't know, I might have gotten a hate of adjectives then.

MURROW: What do you think is the worst word in the English language?

SANDBURG: The one word more detestable than any other in the English language is the word "exclusive." Exclusive—when you're exclusive, you shut out a more or less large range of humanity from your mind and heart—from your understanding them.

MURROW: What do you answer when people ask you how you write? How you go about the business of writing?

SANDBURG: Much depends on who is asking the question. Sweet young things that will ask that question, "How do you write?"—and I say, "Simple. It's easy. You just sit up to the typewriter and put down one word after another. If you try to put down two or three words, you are sunk." And they take that as very valuable advice. And then there are some nice, earnest, serious college boys, and I try to reduce it to the formula of, say, Ty Cobb. There were some baseball writers got around him at the end of one season and they asked him, they told him: "You have eleven different ways of sliding to second. Now, we would like to know at what point between first and second base do you decide on which one of those eleven ways you are going to use?" And Ty said, "I don't think about it. I just slide, that's all."

MURROW: Carl, I think you said once that an author must write what he thinks, and a poet must write what he must. Is that right?

SANDBURG: That will go for different kinds of writers. It will go for, oh, a good many of the best poets. There is being written today a lot of cerebral poetry—poetry right out of the brain, with nothing of the blood in it, and it's rather pathetic. You need footnotes, and you need diagrams. Oh there are readers of it that say, "Well, I understand it. I understand it." And then there are those who are honest enough to say they don't understand such poems. And then there are still others that have had it explained to them, and they say—they say to those who told them, those who explained it: "I understood it, until you explained it to me."

MURROW: Carl, would you rather be known as a poet, a biographer, a historian—or what?

SANDBURG: I'd rather be known as a man who says, "What I need mainly is three things in life, possibly four: To be out of jail, to eat regular, to get what I write printed, and then a little love at home and a little outside." Those four things, and I don't need to be called either poet, historian, biographer, guitar player, folk singer, minnesinger, and what—there was one more—novelist.

MURROW: Now, Carl, you have got all four of those things. Right?

SANDBURG: In a way of speaking. What was it you told me one time about your return to North Carolina after many years?

MURROW: Oh, that was when I went to see an uncle and he gave me an almost Elizabethan greeting. I hadn't seen him for a long time, and I met him out near the barn and he said, "Ed, if you had come as often as I thought of you, you wouldn't be such a stranger as you are."

SANDBURG: That's nice. That's nice. The Elizabethan things that stick along—I don't know—it isn't Elizabethan, but they tell it to you in North Carolina, about a witness on the stand. He was asked to—his name and age and the rest of it—and the first question put to him: "Can you read and write?" And he said, "Well, I can't write but I can read some." "What do you mean you can read some?" "Well, I'm going along the road and I come to one of these crossroads where the sign—where there is a sign, and I can—I can always read how fur, but not where to."

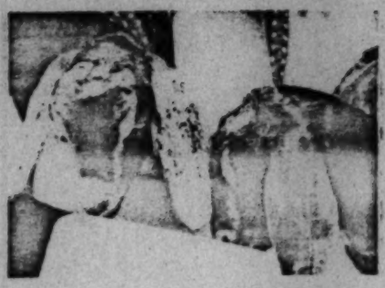
MURROW: Maybe that's part of the trouble with the world now. They can read how fur but it's very difficult to tell where to, isn't it?

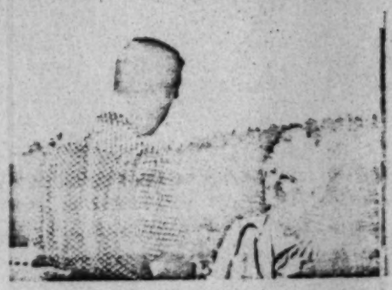
SANDBURG: That's right. That will go for this time of ours. Most inscrutable world scene that there ever was.

MURROW: Do you think the people still have it? You know more of our past than, I think, anyone I know—and do you feel that we are in danger of tearing ourselves apart?

SANDBURG: There never has been a time—there never has been a time that there were not clouds upon the horizon in this country and there was one crisis after another that could be named: in the Colonial times, in the American Revolution, and that Civil War—the like of which almost no other country has ever had. And then the two world wars. Over and over again it has looked as though we were sunk as a nation. And always—it's the point I try to make in that novel, "Remembrance Rock"—always there has been a saving remnant. Always there has been enough of a small, faithful minority—faithful to the death. Every generation in American history has had its demagogues. Sometimes they rose to high influence, came near to having very high power. George Washington—he had his calumniators. Over and over again, in the speeches and letters of George Washington, you will find that word "calumny." They were lying about him—liars, creating this calumny that fell on him.

And there was Major General Benjamin F. Butler, a Massachusetts lawyer and politician: over and over again he was Lincoln's problem, and again he was Grant's problem. He commanded an army and got no results with it. He lied and lied about political affairs. And the time came, though, when his blunders had reached the point where Grant and Lincoln threw him out of the Army and sent him home to Massachusetts. A very curious entry in John Hay's diary: One time in 1861 he was saying to Lincoln that Butler was the one man in the Army that he feared could become dangerous if he had power. And Lincoln answered —as Hay wrote it in his diary, "Yes. Yes. Butler is like Jim Jett's brother. Jim used to say that his brother was the damndest scoundrel that ever lived, but in the infinite mercy of Providence he was also the damndest fool." And that will go for the demagogues of nearly every generation in American history. And that's that.





MURROW: *Carl Sandburg calls Paula Sandburg "the wife." They have been married forty-six years. She runs the goat farm and helps Carl with his work. She has been the wife of a reporter, a poet, a Pulitzer prize winner. . . . We found Mrs. Sandburg down near the barn.*

MRS. SANDBURG [WITH GOATS]: Have some more salt—goats must have some salt every day. Have some more. This is good for you.

MURROW: Good morning, Mrs. Sandburg.

MRS. SANDBURG: Yes. Good morning.

MURROW: This [POINTING TO CHILD] is your granddaughter, Paula. Isn't it?

MRS. SANDBURG: Paula—that's right.

MURROW: Well, I know so little about goats. These are kids, aren't they?

MRS. SANDBURG: That's right. They are about two months old.

MURROW [TO CHILD]: What are their names, Paula?

PAULA: Well, this one is Valima, and that one is Valeretta.

MURROW: I was wondering—I was just going to ask you, didn't you get a little tired of having Mr. Lincoln around the house for so many years?

MRS. SANDBURG: No, because Mr. Lincoln is a very lovable character, and I think Carl has grown more like Lincoln through the years—and more understanding. He wasn't so understanding when a young man as he is now.

MURROW: Carl wrote for a long time before he really achieved proper recognition, didn't he?

MRS. SANDBURG: Oh, yes. He wrote for twenty years at least, and he wrote—he worked, worked through the nights, with no prospect really of having his poetry ever published. At that time it was poetry he was writing, and we always looked forward to saving enough money to get a book printed. I used to send his poems away to magazines. They always came back. We had a regular circle of them to which we would send them, and they'd come back. And finally, the time came when he got recognition in "Poetry," that magazine about poetry, in Chicago. And then the publisher saw that; and then he became recognized. But he worked just as hard before. Somehow he worked for himself, for his own ideal; and he never considers anything else but what he personally would consider a good book. He wrote the Lincoln

book because he wished there had been a book of that kind for him to read. And so about everything. He has his own ideals, and he would write if there were no one to read. . . .

SANDBURG [READING]: "When we say a patriot is one who loves his country—what kind of love do we mean? A love we can throw on a scale and see how much it weighs? A love we can take apart to see how it ticks—a love where with a yardstick we record how long, how high, how wide it is? Or is a patriot's love of country a thing invisible, a quality, a human shade and breath, beyond all reckoning and measurement? These are questions old as the time of man, and the answers we know in part. For we know when a nation goes down and never comes back, when a society or a civilization perishes, one condition may always be found. They forgot where they came from. They lost sight of what brought them along. The hard beginnings were forgotten and the struggles farther along. They became satisfied with themselves. Unity and common understanding, there had been enough to overcome wrath and dissolution, enough to break through their obstacles. But the mockers came, and the deniers were heard. And vision and hope faded. And the custom of greeting became, 'What's the use?' And men whose forefathers would go anywhere, holding nothing impossible in the genius of man, joined the mockers and deniers. They forgot where they came from. They lost sight of what had brought them along.

When we say a patriot is one who loves his country, what kind of love is it we mean? I could write a book trying to answer those questions. You have heard that the shroud has no pockets and the dead to whatever place they go carry nothing with them—you have heard that and you know its meaning is plain. You have also heard the dead hold in their clenched hands only that which they have given away. In this we begin to approach the meaning of a patriot, though we do not unlock the secret that hides in the bosom of a patriot. The dead hold in their clenched hands only that which they have given away. When men forget what is at the heart of that sentiment—and it is terribly sentimental—they are in danger of power being taken over by swine, or beasts of prey or men hollow with echoes and vanities. It has happened and the records and annals cry and moan with specific instances. There have been others in the making of this nation. The call to hardship, toil, and combat runs like a blood-scarlet

thread over and through the story of the American people. It has cost to build this nation. Living men in struggle and risk, in self-denial and pain—in familiarity with sacrifice, wounds, and death—those living men of the past paid the cost. They ought not to be forgotten—the dead who held in their clenched hands that which became the heritage of us, the living."

MURROW: *Mr. Sandburg does not like adjectives, so we shall merely say that we are beholden to him for having written and read those words from* Remembrance Rock *by Carl Sandburg. Good night and good luck.*

October 5, 1954

MURROW CARED ABOUT MANY PEOPLE; HE HELD BACK HIS AFFECTION FOR A FEW. CARL SANDBURG WAS ONE OF THE LOVED ONES, AND MURROW INTERVIEWED HIM FOR "SEE IT NOW". THE BROADCAST WAS CALLED "A VISIT TO FLAT ROCK - CARL SANDBURG".

MURROW: Good evening. There are men who can point to a skyscraper, to a railroad, to a billion-dollar corporation, and say, "That's mine. I did that. That's my life work." These twenty-eight volumes represent the life work of Carl Sandburg, who is seventy-six. It starts back in 1916 with "Chicago Poems," and extends through to the single volume of "Lincoln," to be published the day after tomorrow. Mr. Sandburg spends much of his life writing. Six volumes on Lincoln—a million-and-a-half words. He has spent much of the last three years condensing, compressing that into one volume. Recently, we had an opportunity to spend three days with Carl Sandburg at his goat farm in Flat Rock, North Carolina. Charlie Mack was the cameraman.

Carl, I know that you do a lot of your work here in the house, but you also do some of it up on this rock, don't you?

CARL SANDBURG: Once in a while. There's some five months out of the year here that you can sit outside, if it isn't raining, and I have a chair up there and a bench down here, and I have written thousands of words with a lead pencil. I have not bothered to drag a typewriter up.

MURROW: Carl, why did you come to Flat Rock to settle, anyway?

SANDBURG: Well, we had no pasture for the goats, in Michigan. The Missus says if we could go where the winters are not so long and not so cold, we will live longer, and then we came up here. And out of several places, we thought we liked this one for scenery and for some air and some good pasture; and you can raise most anything on some of the ground there.

~~MURROW: Carl, it's up here on this rock where you wrote part of "Always the Young Strangers"?~~

~~SANDBURG: Yes, I wrote thousands of words with a lead pencil and my daughter Helga transcribed them. But on Lincoln, I couldn't bring the materials that I need to consult from time to time. I couldn't bring them up here. So—~~

MURROW: ~~You wrote most of that in the house?~~

SANDBURG: ~~Yes, sir.~~

MURROW: ~~Well, perhaps you will show us your workroom in the house a little later.~~

SANDBURG: ~~It's a dizzy corner, kind of a crazy corner—because I don't read and it's organized.~~

MURROW: How old were you when you scored your first literary success?

SANDBURG: I was thirty-eight when "Chicago Poems" was published. That was my first book by a regular publishing house.

MURROW: And when did you really begin to be seriously interested in Mr. Lincoln?

SANDBURG: Well, I have been nearly all of my life. Heard men talk about him when I was a boy—politicians and preachers—and I knew sometime I would do at least a small book on Lincoln, to be titled, "The Life of Abraham Lincoln for Young People." And as I went through the basic Lincoln research books, wliy, it came over me there was something else I was started on—and I ended up with six volumes and a million-and-a-half words on Lincoln, and I don't know yet what to make of it.

MURROW: A million-and-a-half words and then "Always the Young Strangers." You sat in that chair with a pencil, a pad, and that fabulous memory of yours, and wrote it here on this rock under the trees. Is that right?

SANDBURG: Trying to recollect with a memory that I think is imperfect, very—no one knows better how imperfect it is than I. But people say I have got total recall. I deny it.

MURROW: Well, let's sit in this chair where you wrote "Always the Young Strangers" and talk about Mr. Lincoln. I have got an advance copy here of this one-volume Lincoln, and in the preface you have got some of, I think, the noblest language I ever read. Will you read a little bit of it for us?

SANDBURG: Well, there are some good lines at the end of that preface. I did not write them. I chose them from thousands of commentaries on Lincoln that I have met in my life. These are among the most significant, about why Lincoln lasts: "There is no new thing to be said about Lincoln. There is no new thing to be said of the mountains or of the sea or of the stars. The years go their way but the same old mountains lift their granite shoulders above the drifting clouds. The same mysterious sea beats upon the shore. The same silent stars keep holy vigil above

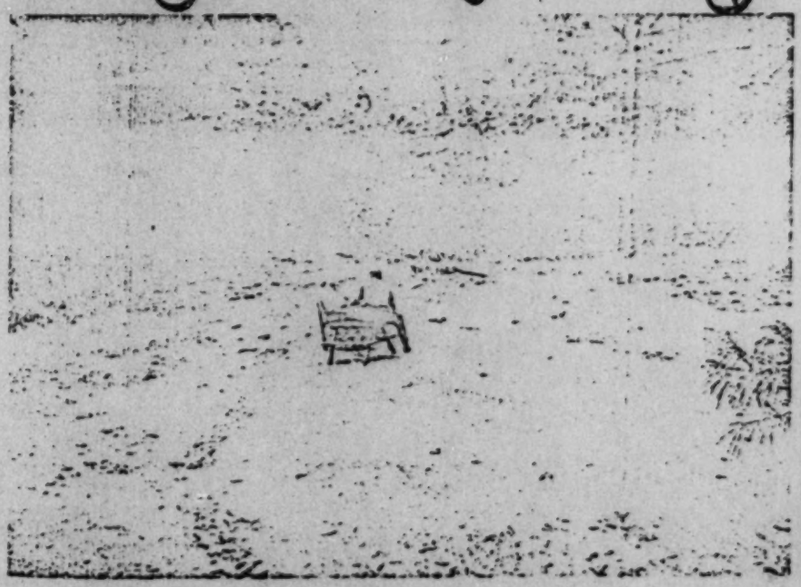
a tired world. But to the mountains and sea and stars, men turn forever in unwearied homage. And thus with Lincoln, for he was a mountain in grandeur of soul. He was a sea in deep undervoice of mystic loneliness. He was a star in steadfast purity of purpose and service. And he abides."

MURROW: Carl, why did you spend so much time with Mr. Lincoln?

SANDBURG: Oh, the straight-off simplest answer to that is: because he was such good company. I have been through all the basic research material about him, and I have sort of lived with him off and on for forty years and more, and he still is good to brood about. He still has laughter and tears that are good for a fellow. Well, he was also the first humorist to occupy the White House—the first man of humor. He was pre-eminently a laughing man, and he used to say that a good story was medicine.

MURROW: What was Mr. Lincoln's favorite story?

SANDBURG: It was about a druggist in the state of Maine, where they had a prohibition law. No alcoholic liquor could be sold, and an Irishman came in—the word among them for liquor was "the crather"—the creature. And the Irishman asked for a glass of lemonade, and as the druggist was fixing it, he said, "And could you put in a wee bit of the crathur, unbeknownst to me?" And once in a public speech, Lincoln had a sentence: "I am like the Irishman—I have to do some things unbeknownst to myself."



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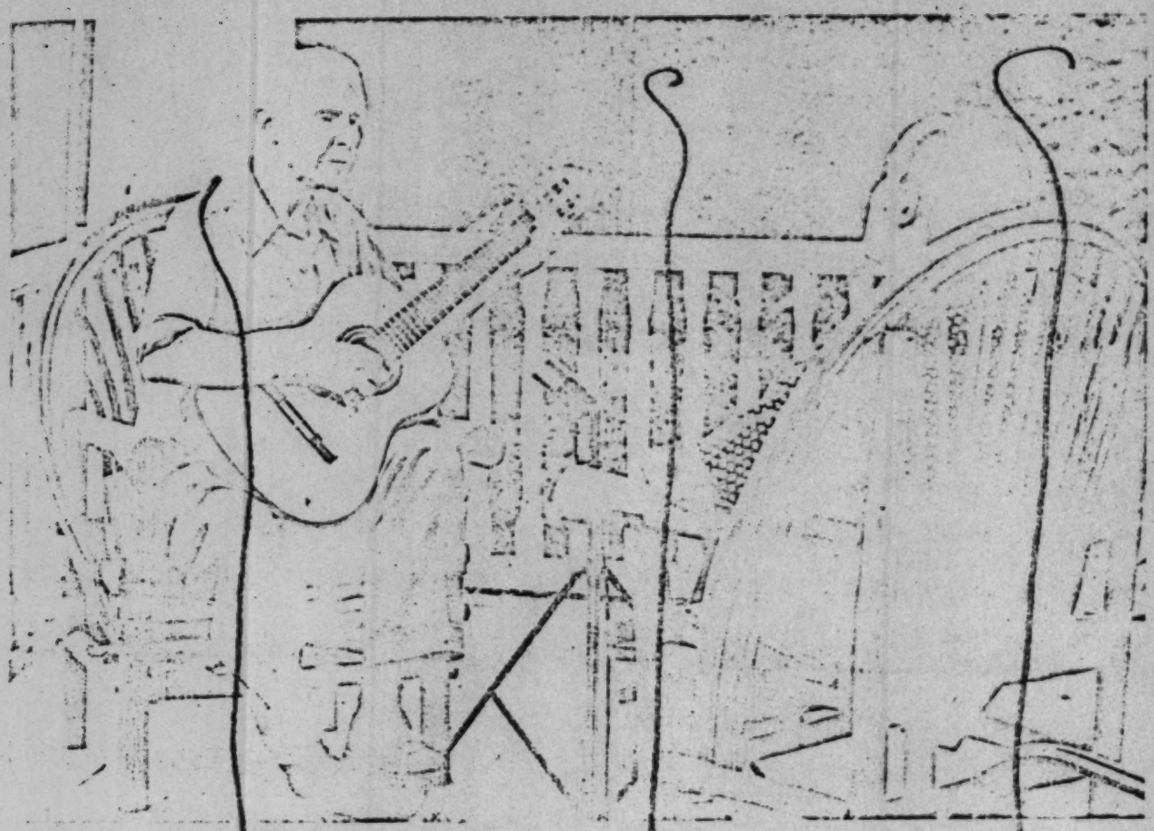

Now, the goober pea's the peanut. That's the nickname in the South for the peanut. And so maybe it would be just as well to dedicate this song to George Washington Carver at Tuskegee University, who discovered—who discovered eight hundred new uses for the peanut, alias the goober pea.

MURROW: Carl, tell me, why do you dislike adjectives?

SANDBURG: I am not sure it didn't come out of an experience I had at West Point.

MURROW: What was that?

SANDBURG: At West Point, for two—for a while there, I was a classmate of Douglas MacArthur and Ulysses S. Grant the Third. I was a classmate of theirs for two weeks. I was notified by the superintendent that I had failed in arithmetic. I might have expected that; but *grammar*—grammar—I probably—I probably failed to remember the definition I had read of a verb—and, I don't know, I might have gotten a hate of adjectives then.

MURROW: What do you think is the worst word in the English language?

SANDBURG: The one word more detestable than any other in the English language is the word "exclusive." Exclusive—when you're exclusive, you shut out a more or less large range of humanity from your mind and heart—from your understanding them.

MURROW: What do you answer when people ask you how you write? How you go about the business of writing?

SANDBURG: Much depends on who is asking the question. Sweet young things that will ask that question, "How do you write?"—and I say, "Simple. It's easy. You just sit up to the typewriter and put down one word after another. If you try to put down two or three words, you are sunk." And they take that as very valuable advice. And then there are some nice, earnest, serious college boys, and I try to reduce it to the formula of, say, Ty Cobb. There were some baseball writers got around him at the end of one season and they asked him, they told him: "You have eleven different ways of sliding to second. Now, we would like to know at what point between first and second base do you decide on which one of those eleven ways you are going to use?" And Ty said, "I don't think about it. I just slide, that's all."

MURROW: Carl, I think you said once that an author must write what he thinks, and a poet must write what he must. Is that right?

SANDBURG: That will go for different kinds of writers. It will go for, oh, a good many of the best poets. There is being written today a lot of cerebral poetry—poetry right out of the brain, with nothing of the blood in it, and it's rather pathetic. You need footnotes, and you need diagrams. Oh there are readers of it that say, "Well, I understand it. I understand it." And then there are those who are honest enough to say they don't understand such poems. And then there are still others that have had it explained to them, and they say—they say to those who told them, those who explained it: "I understood it, until you explained it to me."

MURROW: Carl, would you rather be known as a poet, a biographer, a historian—or what?

SANDBURG: I'd rather be known as a man who says, "What I need mainly is three things in life, possibly four: To be out of jail, to eat regular, to get what I write printed, and then a little love at home and a little outside." Those four things, and I don't need to be called either poet, historian, biographer, guitar player, folk singer, minnesinger, and what—there was one more—novelist.

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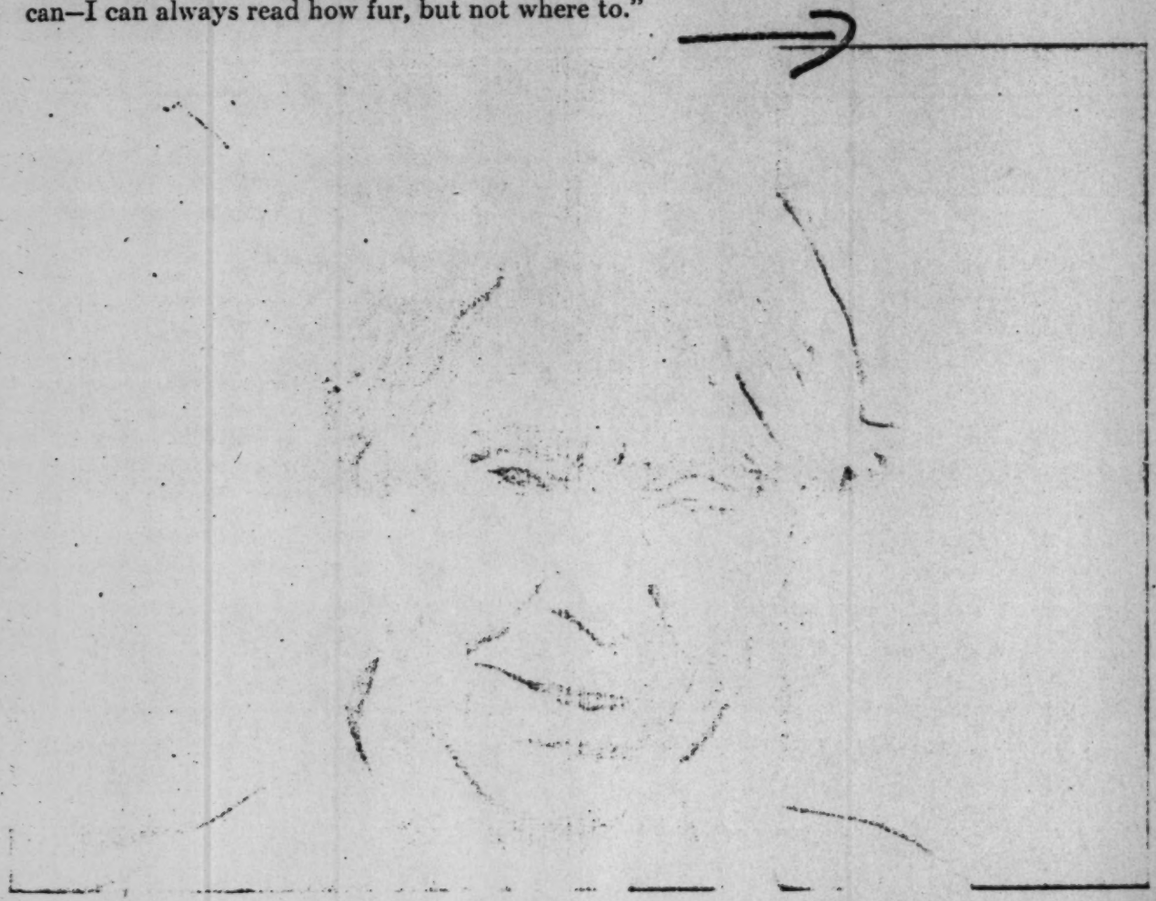
MURROW: Now, Carl, you have got all four of those things. Right?

SANDBURG: In a way of speaking. What was it you told me one time about your return to North Carolina after many years?

MURROW: Oh, that was when I went to see an uncle and he gave me an almost Elizabethan greeting. I hadn't seen him for a long time, and I met him out near the barn and he said, "Ed, if you had come as often as I thought of you, you wouldn't be such a stranger as you are."

SANDBURG: That's nice. That's nice. The Elizabethan things that stick along—I don't know—it isn't Elizabethan, but they tell it to you in North Carolina, about a witness on the stand. He was asked to—his name and age and the rest of it—and the first question put to him: "Can you read and write?" And he said, "Well, I can't write, but I can read some." "What do you mean you can read some?" "Well, I'm going along the road and I come to one of these crossroads where the sign—where there is a sign, and I can—I can always read how fur, but not where to."



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STET.

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SEE IT NOW

"REPORT ON SOUTH AFRICA"

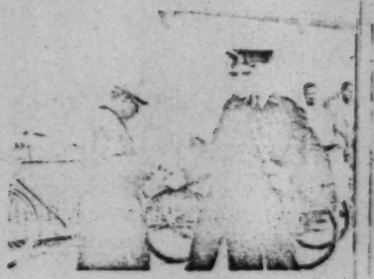
PART I

December 14, 1954

REPORT ON SOUTH AFRICA

PART ONE

DECEMBER 14, 1954

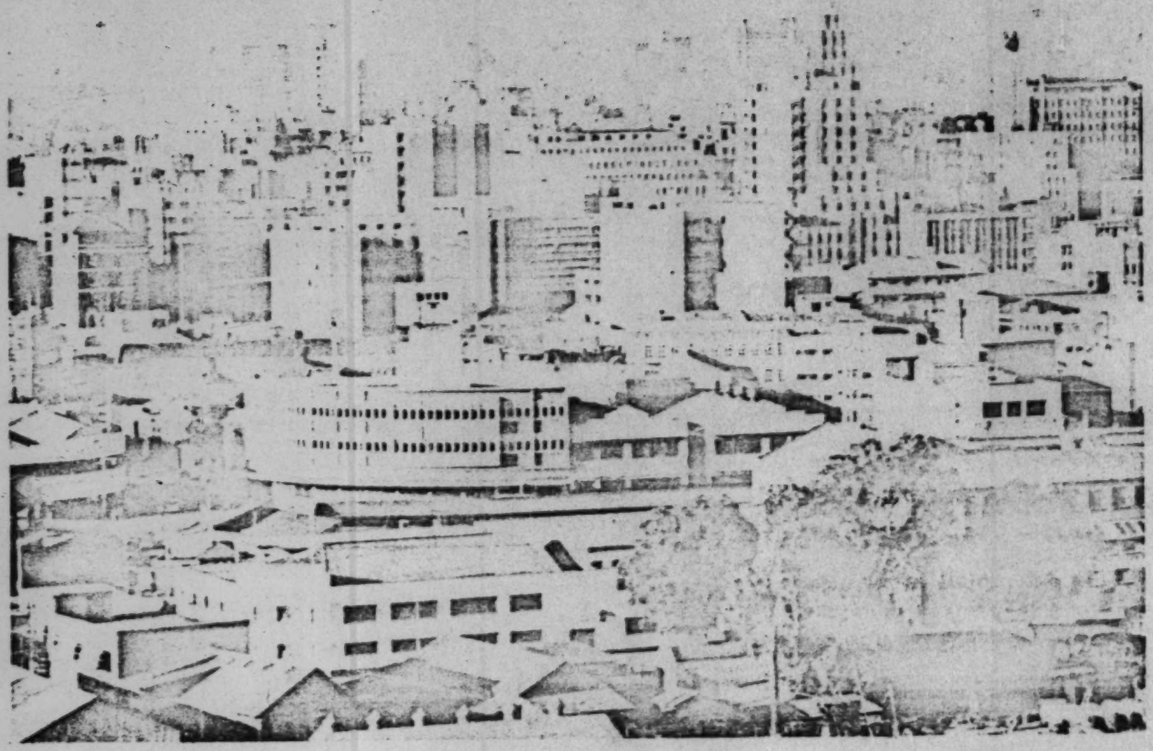


EDWARD R. MURROW: Good evening. We are about to take you to the Union of South Africa, a faraway country with many tensions of which we know little. About six weeks ago, our chief European correspondent, Howard K. Smith, and cameraman Bill McClure, left London for Johannesburg. The report opens about ten thousand miles from New York City.

HOWARD K. SMITH: This is the Cape of Good Hope at the tip of Africa, where the winds of two oceans meet. Straight ahead, the next land is the Antarctic. On the left is the Indian Ocean—and on the right, the Atlantic. Seven thousand miles up to the northeast are the spice ports of India, and seven thousand miles up to the northwest are the spice harbors of Europe. Three hundred and two years ago, the Dutch East India Company landed settlers here to provide food for the spice ships—and South African history began.

MURROW: The history of South Africa is the history of men and the precious ores they discovered here at the foot of the continent; gold, the world's largest deposits; diamonds, seventy per cent of the total annual yield of the entire earth; and now, in the nuclear age, probably the largest output of uranium.

This is Johannesburg, the city that gold and uranium built, the only major city in the world not located on a river or a seacoast. Fifty years ago, wild animals roamed this area. Now, the zebras and the lions and the elephants have been driven into a special preserve in the northeast corner of the Dominion, and the native population has been sucked into the big city to provide the labor force to pull the precious metals out of the earth. But precious metals don't always produce precious freedoms. The Union of South Africa has been called a melting pot of the races in which nothing melts—not even the human heart. There are seven races here and thirteen million people. Ten million are nonwhites, commonly called Bantus. Less than twenty per cent are literate. The Bantus have no real vote or representation. They, too,



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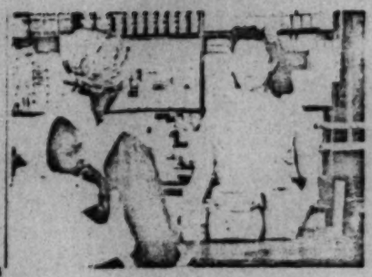


live in a specially guarded preserve on the edge of Johannesburg.

SALESGIRL: Can I help you?

MRS. MUSUKU: Yes, please. I want a loaf of bread and one candle; yes—one. Two tins of polish—one red and one light, please.

MURROW: The great name in South Africa is Cecil Rhodes—an Englishman. But in spite of him and in spite of the fact that the British won the Boer War, no Englishman has ever been elected Prime Minister. It is the strong minority of Dutch ancestry of one and a half million that runs the government. This minority group is their own permanent majority. They call themselves Afrikaners. These white Afrikaners have their own language and their nationalism. They fear the Bantus, and want complete segregation of the races.

CHARLES CHANNON: Well, I think the color bar is really essential. The native in this district is far from developed—and he is a criminal, and dirty, and I don't want him too close to me. Twice this year, the car's been broken into and the radio stolen, and it's known that natives did it. The house has to be barred—burglar-proofing and every door has to be securely locked.

MURROW: But all the whites don't agree. This is Professor Leo Marquard, a distinguished historian.

PROFESSOR LEO MARQUARD: South Africa is like a house divided against itself. It seems to me that one of two things can happen. Either the white population of South Africa can take its colonial population into association with it in the government of the country, and I think if that happens, then the Union may become the greatest power for good—for what we might call peaceful democracy in the South continent. The other possibility is that the white population may try to withhold all political power from its colonial subjects. In that case, my own view is that history will probably describe South Africa as the classical example of the multiracial society that failed.

MURROW: If trouble ever comes to South Africa, it will begin in Johannesburg, now swollen to twice its normal size, because the mines are constantly in need of workers and have teams out in the bush recruiting Bantus.

[NATIVE RECRUITING.]

ARTHUR CHRISTIE: Has he got his passport? What is his name?

[INTERPRETER ANSWERS (TRANSLATING).]

CHRISTIE: He is going to Johannesburg for six months—six-months' contract.

[INTERPRETER SPEAKS TO NATIVE.]

CHRISTIE: He will be paid an initial salary of four pounds ten a month. On the mine he will be given free food. He'll be given free quarters, free hospital services if he is sick. Will you tell this man to go to the motor car? He knows my motor car.

[INTERPRETER GIVES NATIVE INSTRUCTIONS.]

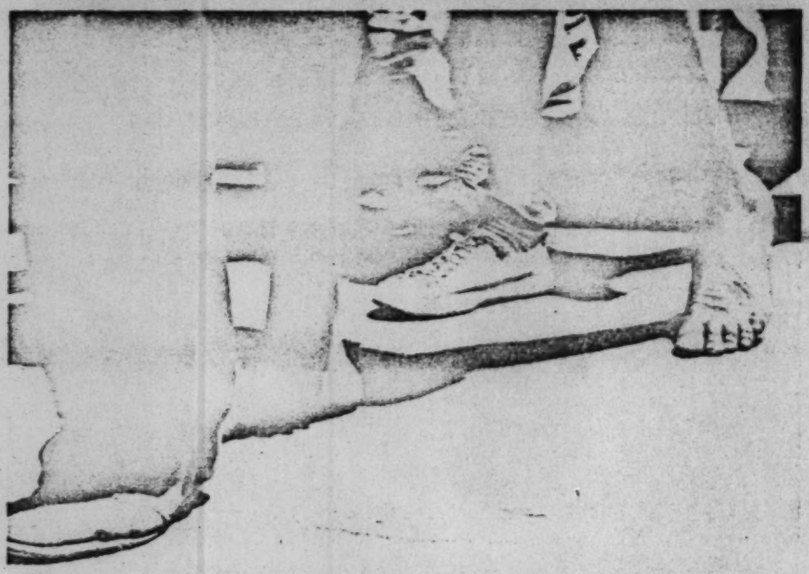
CHRISTIE: And wait for me. Will the next man come along?

[TRAIN PULLS IN WITH MINE RECRUITS.]

MURROW: Sometimes the contract is for six months, often for nine months, and in the case of the diamond mines as much as fifteen or eighteen months without leaving the compound.

GUARD [AT TRAIN]: Hey! Come on. Come on!

MURROW: In two hops, by way of a Chevrolet and a train, these Bantus are scooped out of the jungles of many centuries ago and shunted into a mechanized jungle in the middle of the cold-war boom of the twentieth century. The pay is three shillings a day. That's forty-five cents a day, but there will be small raises after



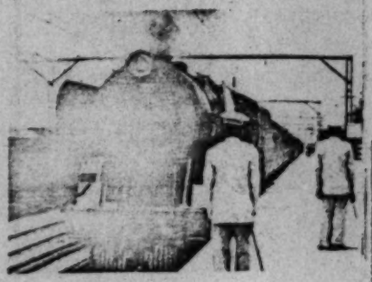
three months. They will see little of the actual city of Johannesburg until their hitch is over. But many like the big city, and for some of them it is their fifth and sixth trip. Some settle in Johannesburg, and that is another of the problems. All mine work is tough, and the medical requirements are reasonably strict.

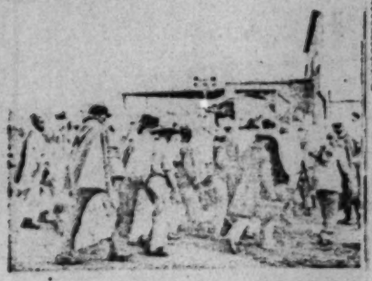
[DOCTOR EXAMINING RECRUITS, FEELS THEIR THROATS.]

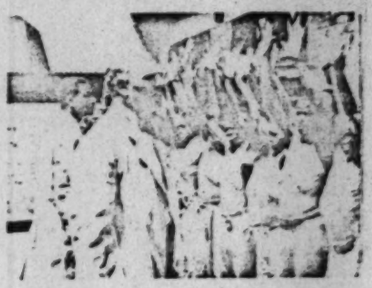
DOCTOR: He's a little bit thin. [PATIENT BREATHES HARD FOR DOCTOR.]

DOCTOR: His first time up?

ASSISTANT: First time up, Doctor.







DOCTOR: Yes. Yes.

ASSISTANT: Homba. (Go.)

DOCTOR: Is he all right. No coughing?

[DOCTOR EXAMINES ANOTHER RECRUIT.]

DOCTOR: Where does he come from?

MURROW: This is a Madulla, an old one. He's been here before.

DOCTOR: How many times has he worked on the mines?

ASSISTANT: Nine times.

DOCTOR: Nine times! I think he'd better have an X ray. There you are. [MARKS X ON MAN'S STOMACH.]

[RECRUITS BEING X-RAYED.]

MURROW: The doubtful ones are passed through the X-ray machines. Few are rejected.

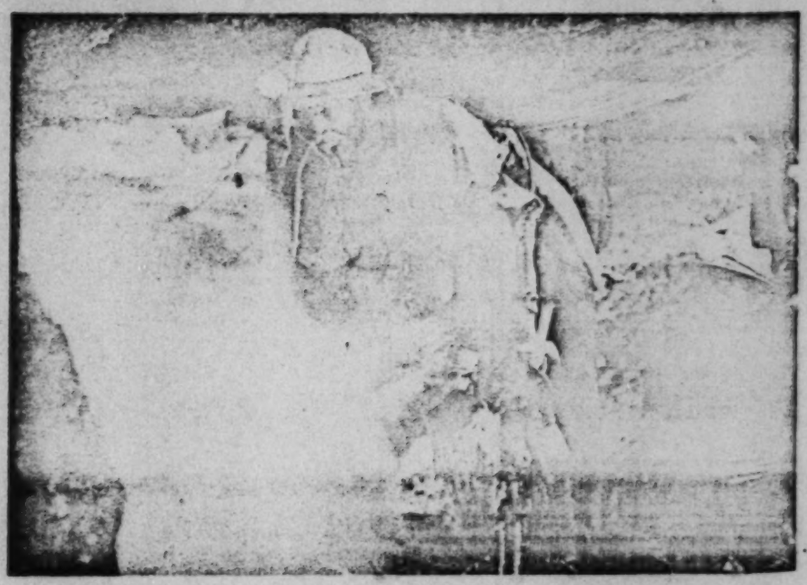
[RECRUITS GETTING CHOW. VOICES OF NATIVES.]

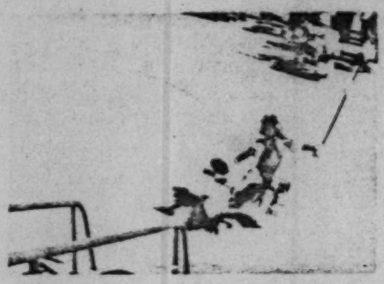
MURROW: In addition to the forty-five cents a day, most of which is sent home, the food is plentiful and free.

[RECRUITS IN BARRACKS. MAN AT SEWING MACHINE. MAN EATING IN BARRACKS. VOICES OF NATIVES. MUSIC.]

MURROW: Our crew of Smith and McClure spent several days at this mine; reported that for the most part the life is rugged but much the same as military life in most countries.

Every week, nine ingots of gold are dug out of this hole in the ground in Johannesburg for shipment to the United States, for storage in a hole in the ground in Fort Knox. The United States pays $300,000 for nine ingots—a week's labor for 12,000 men.



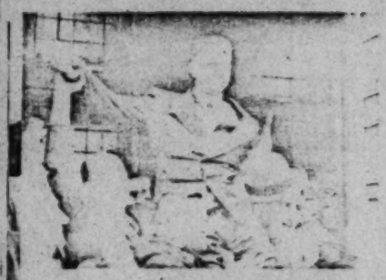


[SOUND OF DRUMS AND YELLING.] Every Sunday, tribal dances take place during the day, with American cowboy movies that night. A few of the mines stage controlled battle-royals between the bands of natives, to work off animal spirits. But for the most part, they stick to the dances. [DRUMS, SHOUTING, SINGING.]

[SHOT OF DANIEL MALAN.]

MURROW: Since 1948, Daniel Malan, a Nationalist who believed in complete segregation, was the Prime Minister of South Africa. In November, when he announced his retirement, it was expected that his political heir, Nicholaas Havenga, would take over. But in November, a new contender entered the conflict. Dr. Johannes Strijdom, a Nationalist, considerably far to the right of Malan, returned from a health visit to Europe to seek the Prime Ministership. In Europe, he was remembered as the man who once said: "One of the cornerstones of the British Empire is equal rights for everybody—regardless of race, creed, color or smell." He has also denounced the "detestable British Jewish Liberal society." Mr. Strijdom calls Bantus "the things." He came home to a big reception.

DR. JOHANNES STRIJDOM [AT AIRPORT]: This friendly welcome we appreciate very, very much indeed. Especially in view of the fact that during the past six weeks in certain quarters we haven't been treated too friendly at all. [STRIJDOM LAUGHS.] So that to be received by my own people again in a friendly atmosphere, I think in a good deal makes up for the damage done in other respects.



MURROW: On November 30, at Pretoria, the Nationalist Party Caucus met. Malan's candidate was beaten. Moderate Havenga withdrew from the race and the cabinet. Strijdom was the new Prime Minister.

SMITH: The 120 members of the caucus of the Nationalist Party have just finished their meeting to choose the next Prime Minister to the Union of South Africa, and it is obviously Mr. Strijdom, who is now being held up on the shoulders of his supporters. [CHEERS AND SHOUTING IN BACKGROUND.] He will legally become the next Prime Minister when he goes to see the Governor General, the representative of the Queen, this afternoon. But now, in fact, he is already the next Prime Minister. Now there will be an announcement by the leader of the Party. [STRIJDOM WAVES FAREWELL AND SPEAKS IN AFRIKAANS.]

MURROW: The principal plank of Mr. Strijdom's platform is Apartheid, that is, segregation—or living apart. Howard Smith talked with Interior Minister T. E. Donges, who will carry out this program.

[HOWARD K. SMITH and DR. T. E. DONGES.]

SMITH: Mr. Donges, in view of the rapidly increasing number of natives and their increasing education, can the policy of Apartheid be made to work indefinitely in the future? I mean, will the natives not rebel or otherwise object?

DONGES: Well, I—I think, Mr. Smith, the answer is rather the contrary. It is the doing away with Apartheid, which is not a new policy, but is really the traditional relationship between black and white in South Africa. Relationship between two groups of people in different stages of development, different stages of civilization—and I say the destruction of that Apartheid is more liable to have these disastrous effects that you seem to suggest there. After all, we must remember that the only part of Africa where you had anything in the nature of rebellion is in Kenya, and there it has been, largely I should say, a protest against the too rapid Westernization of the—of the native. You can't foist on the native a civilization which is alien to his tradition, which is alien to his way of thinking, and expect it to work in the long run. And if you take that away—if you make him break from his past in too rapid a way—then you are going to have the results, disastrous results I think, for South Africa and for the native.

It is a very popular fallacy—got a match?—It's a very popular

fallacy to think to equate education with civilization. The man who is educated in ordinary sense of the word is not necessarily civilized. So you see, it is—it's really the opposite. It is—if you want to take people away from their natural way of living, way of thinking, and you want to foist upon them something which under other circumstances and with other people may have been a great success in their case, owing to the time factor, the lag and development in civilization—in their case it may be a miserable failure; and I think, sir, the position really is that, as far as the white man has to stay in Africa, that will have to be determined. He can only stay here on the basis of the recognition of the principle of Apartheid based on justice.

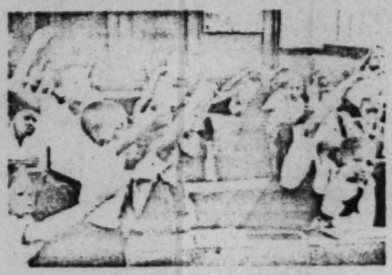
MURROW: Experiments in the equating of education and civilization have been carried out with much success by the Anglican and Catholic missions. At the stroke of ten, everything stops for prayer.

But the new Bantu education laws so limited what the missionaries could teach that they decided to close the schools in protest. This was the last day of school.

TEACHER: Look at the board. Look at the board. What is the girl doing? Yes?

GIRL: The girl is washing.

TEACHER: The girl is washing. What is this?



BOY: It is a piece of soap.

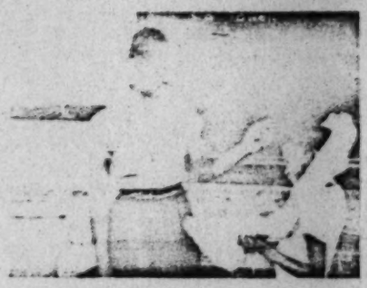
TEACHER: All together, children.

CHORUS: It is a piece of soap.

TEACHER: What is this? Yes? What is it? It is a towel. All together?

CHORUS: It is a towel.

TEACHER: Yes. What is the girl going to do with a towel? Petros? The girl is going to dry herself. Here is a towel. Here is a boy. He is going to dry himself.



BOY: I am drying myself. I am drying myself.

TEACHER: Wipe yourself. Wipe your head.

BOY: I am wipe my head.

TEACHER: I am wiping my head.

BOY: I am wiping my head.

TEACHER: Good boy. Dry yourself. Dry your ears. Come on—your ears.

BOY: I am drying my ears.

TEACHER: All right. Thank you.

MURROW: Then, a special announcement:

TEACHER: We are closing school today. This is the last day of our term. We shall not be able to open the school any more. That means you shall not be able to come to school. The schools are closing down because the government of our country has decided to give us a type of education inferior to that of the European, and as such, the Bishop of Johannesburg and the Mission has decided to close the school in protest: Therefore you will take these papers home and give them to your parents. It will explain to them why the Missions are closing the schools.

[CHILDREN GATHER AROUND TEACHER AND RECEIVE PAPERS.]

TEACHER: Quiet. Quiet. Quiet.

MURROW: Perhaps the strongest spirit and the clearest voice among the Bantus is A.B. Xuma, a doctor.

DR. A. B. XUMA: Ever since the missionaries began education among the Africans, they were following the same syllabus so far as the Africans were concerned, and the Africans were able to attain the same qualifications when opportunity was given them as European pupils and students. But it has been felt that an educated African is a threat to the security of the European, and so, politicians have found that it was becoming more and more necessary in order, as they say, to protect the white man from the competition of the African, to limit the opportunities of the Africans, or at least to make it impossible for them to acquire the same qualifications and the same skills.

SMITH: Is there any communism in the African National Congress, Dr. Xuma?

DR. XUMA: Well, one is at a difficulty to know what communism really means, because in South Africa, under the Suppression of Communism Act, the definition is so wide that anyone who criticizes the government becomes labeled as a Communist. In fact, there are some people who have been restricted from par-

ticipating in the African National Congress, not because they were Communists, but because as members of that movement they had dared to oppose the policy of the government and were therefore banned from attending meetings. Because I know of quite a large number of leaders among the Africans and the other non-Europeans who have been banned, although it was known by all concerned, including the authorities, that they were never members of the Communist Party.

SMITH: Do you derive any encouragement from the way the race question has developed in the United States of America, Dr. Xuma?

DR. XUMA: Well, I believe that it is an excellent thing for America itself. It gives her the moral courage to go before the world, to appear in the United Nations; and having that record behind herself, she can go into moral issues with other parts of the world—and of course, for other parts of the world, there's always an inspiration. That is, people who have no closed minds, to learn from others, and try—if they really mean to do the right thing—to imitate what they have found to be successful and useful for peace and co-operation among the people.

SEE IT NOW

EDITED BY

EDWARD R. MURROW

AND

FRED W. FRIENDLY

1955

SIMON AND SCHUSTER

NEW YORK

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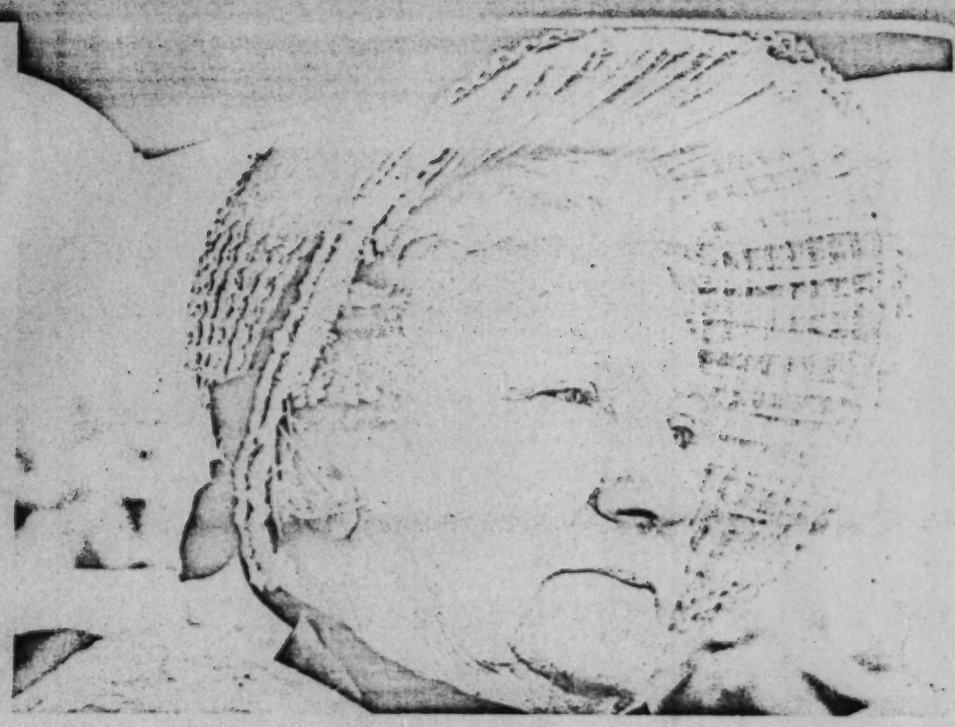
"REPORT ON SOUTH AFRICA"

PART II

December 21, 1954



PART TWO

DECEMBER 21, 1954

MURROW: With the inauguration of arch-Nationalist Mr. Strijdom as Prime Minister three weeks ago, Apartheid again was tightened, and the Bantus' education restrictions were drastically stepped up. Strijdom's Minister of Native Affairs, Dr. H. F. Verwoerd, went out to address a council of native chiefs and explain the new Apartheid to this voteless majority. Afterward, Howard Smith interviewed Dr. Verwoerd. Camerman, Bill McClure.

SMITH: Dr. Verwoerd, it's often said here that Americans don't understand South African native policy, and I think that's largely true. What—does Apartheid mean segregation as we know it in the United States?

DR. VERWOERD: Apartheid means that there must be separate development for the Bantu on one hand and the European on the other. It means, therefore, that in the course of time we should separate the spheres of influence and of work of these two racial groups. That would take a very long time. But we set our foot on that road, and in the course of time it will be brought about to the advantage of both groups, because it simply means that if gradual separation develops and each gets his full opportunities with the—in the group of his own people, then he can

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go forward with the knowledge that he can end anywhere. Whereas if you try and keep the people together, it would mean nothing but continual clash owing to continual competition.

MURROW: But all the white men do not believe in Apartheid. This is Father Huddleston, who decided to close his schools when the new restrictions were announced.

[HOWARD K. SMITH INTERVIEWING FATHER TREVOR HUDDLESTON.]

SMITH: Of all the schools for natives in South Africa today, Father Huddleston, what per cent are mission schools like yours?

FATHER HUDDLESTON: Well, of all the schools that educate natives today, that is before the Bantu Education Act was passed, ninety per cent are mission schools—grant aided.

SMITH: What would be the fate of these mission schools under the government's new act for the education of natives?

FATHER HUDDLESTON: Well, we decided that we could not under any circumstances cooperate with the government in running a school on the terms which the government would impose upon us, and so we decided to close the school. But we've had so many people writing to us and urging us to continue, that we may yet survive as a private school that is entirely independent of any government grant whatsoever. But that's a very large undertaking.

SMITH: Father Huddleston, what do you think is the purpose of the government's Native Education Act?

FATHER HUDDLESTON: Well, I'm quite clear about that myself but I'd like to give you, if I may, the words of the Minister of Native Affairs. He said this in the second reading debate in the House, in September last year: "I want to remind honorable members that if the native in South Africa today, in any kind of school in existence, is being taught to expect that he will live his adult life under a policy of equal rights, he is making a big mistake." Now, of course, we are not so foolish as to imagine that those boys and girls who pass through our schools are going to live under a policy of equal rights in the immediate future. We do believe that they have a right to the fullest and freest life that God can give them—and that is the purpose of our education.

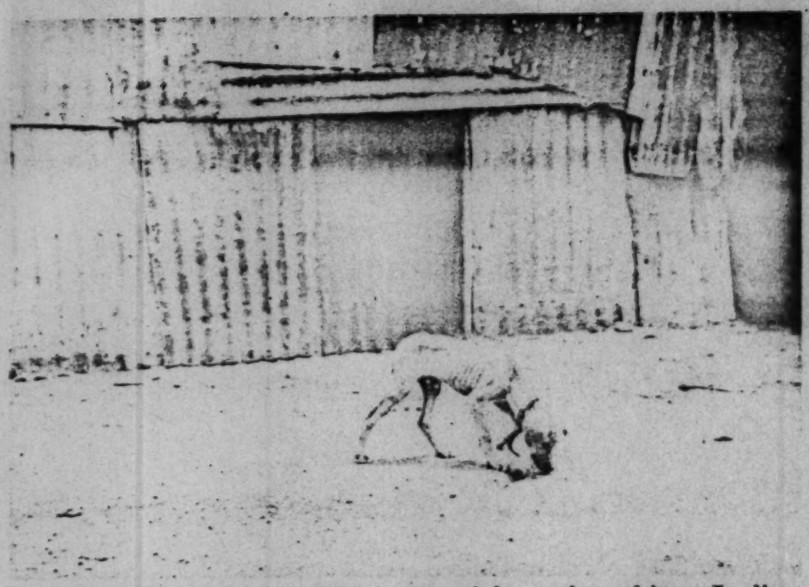
SMITH: What do you feel, Father, is the future of this question?

FATHER HUDDLESTON: Well, that's a question which I am often asked, and I'm not a prophet. I can't in any kind of way foretell how long it will take before disaster comes upon this country. But I am absolutely convinced that disaster will come as a result of the breaking down of any kind of racial intercourse; and what form it will take, I rather dread to think.

SMITH: I have heard, Father Huddleston, that in cities the race problem is about fifty per cent a housing problem. Is that true?

FATHER HUDDLESTON: Well, speaking as someone who knows the urban areas better than the rural ones, I can certainly say, yes. The position in Johannesburg, for instance, is that we need about 50,000 houses immediately, to catch up on our present backlog; and yet, although we need these houses, they have now passed an act called the Native Resettlement Act, in which they want to shift 60,000 people who already have houses, because they are living in an area which the Europeans don't like them to live in. It's a fantastic situation.

MURROW: This is Sofiatown, the product of the overcrowding that Father Huddleston talked about. Johannesburg has been called the city that gold and uranium built. Sofiatown is the extended ghetto that this prosperity wrought. Several million natives have now tasted city life, due to mine recruiting. As we said earlier, many have stayed on. Apartheid means separation. And Sofiatown is a preserve separated from the rest of Johannesburg and reserved for the Bantus. But in March, Sofiatown is to disappear. There is a white housing shortage in Johannesburg, and the Sofiatown area is to be bulldozed out of existence, and a modern



housing development will be erected here—for whites. In line with the policy of Apartheid, the present residents of Sofiatown will be moved still further away from the center of the city. The woman coming out of the store is Mrs. John Masuku. On her back she carries her youngest son; on her head, the family's food supply for a week. It represents half her husband's weekly wage. Her husband is an office worker—makes ten dollars a week—which makes them members of Sofiatown's white-collar class. The Masukus and their seven children live, sleep, and eat in a single room.

[HOWARD K. SMITH INTERVIEWING MRS. JOHN MASUKU.]

SMITH: Now, how long have you been married, Mrs. Masuku?

MRS. MASUKU: I've been married about fifteen years.

SMITH: And have you been to school?

MRS. MASUKU: I've been at school.

SMITH: Where?

MRS. MASUKU: In Free State—Roman Catholic School.

SMITH: How many children have you got altogether?

MRS. MASUKU: I've got eight children—but at present I've got seven. The other one is in Rhodesia.

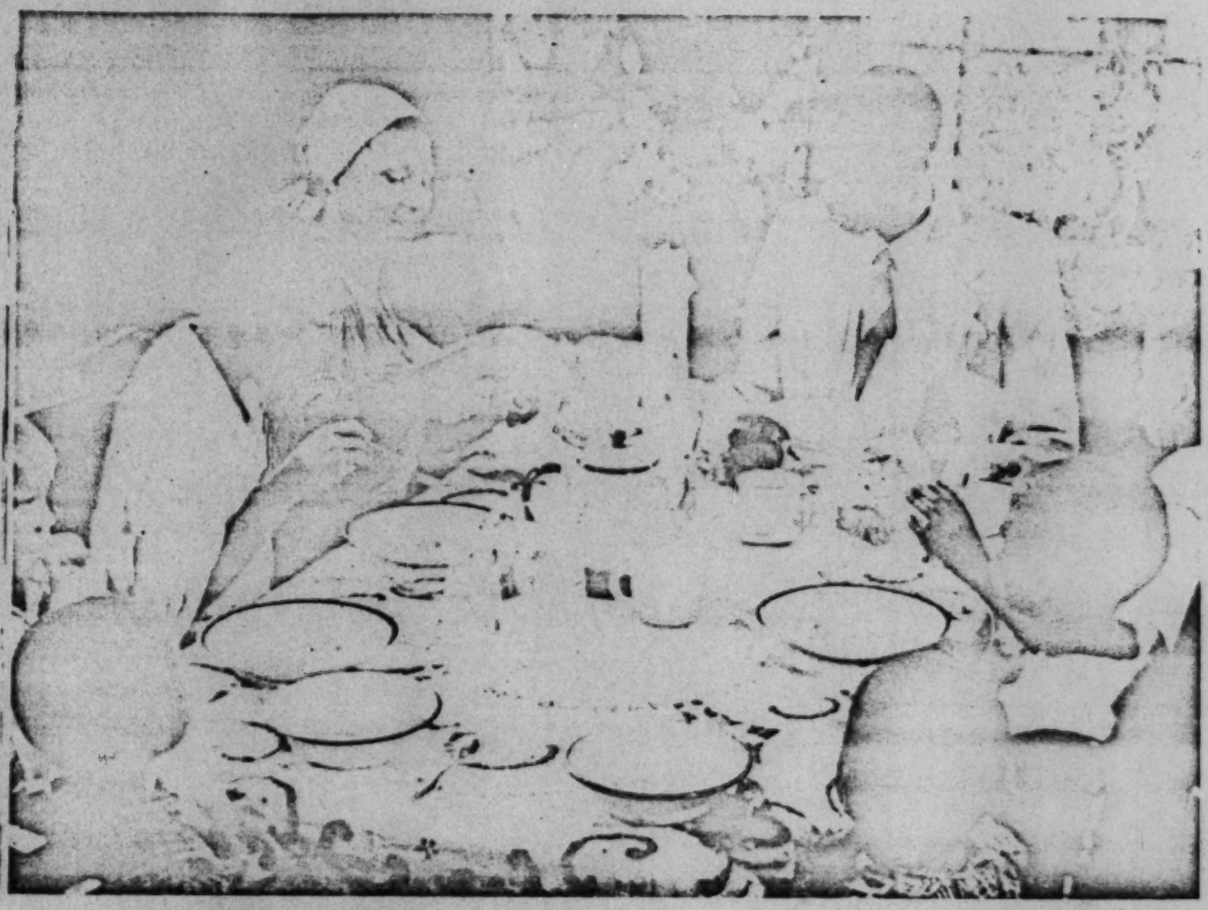
SMITH: Do they all live and sleep in this single room?

MRS. MASUKU: They all sleep in the same room—one room, of course.

SMITH: There is not much space for them?

MRS. MASUKU: There is no space for them.

SMITH: Can you name your children for us?



MRS. MASUKU: I can. My first boy, his name is Daveson. And this other little boy is Chillet. This one is Grace, and that other one is Yvonne. That's Sheila. That's Egnista. And the baby's Evola. That's their names.

SMITH: What do you want your children to be when they grow up?

MRS. MASUKU: I don't know. I would like this elder boy to be a doctor. I don't know what he wants. I'd better ask him. What would you like to be in the future?

DAVESON: If I can do well at school I want to be a doctor.

SMITH: And the others? What do you think the others will become?

MRS. MASUKU: The others—I haven't discussed it. I can't say anything by this time—but this one I know already what I want him to be. He is the eldest.

SMITH: Well, if you could vote, what group would you vote for?

MRS. MASUKU: If I could vote—for the United Party.

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MURROW: The vote that counts most in South Africa are the Afrikaners. These are the whites of Dutch ancestry—the Boers—who make up the permanent minority of one and a half million which controls the Nationalist Party and therefore the entire Dominion of twelve million people. Smith and McClure went out to the farm of Afrikaner Johannes Gropler. His grandfather was the first white man to come to this region, Rustenburg. They raise oranges and grapefruit, and the migration of labor to the city is making it tough for them too.

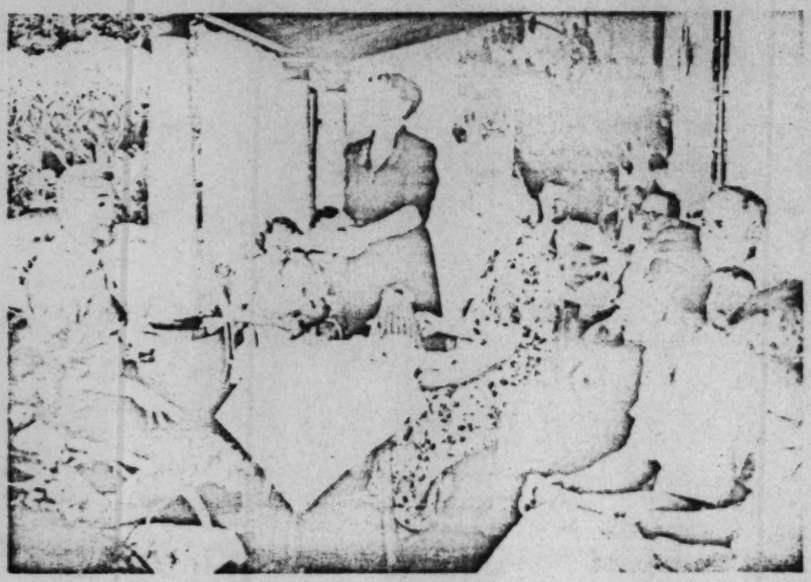
[HOWARD K. SMITH INTERVIEWING GROPLER FAMILY.]

SMITH: Well, we are here to find out all we can about South Africa—and you gentlemen know all there is to know about farming in South Africa. So, let us ask you some questions. Mr. Gropler, what is the main problem that a farmer faces in South Africa?

GROPLER: Well, I think the biggest trouble we have here is water. If we could get water, then I don't think you will get a better country than in—to farm in than South Africa.

SMITH: What about native labor? Do you get enough labor for your farms?

SON: Yes, we have got enough laborers, but the trouble is most of the laborers don't know anything about farming. If you want to do something, you must work with them and show everything to them. Out of about thirty laborers, there is only two or three that knows anything about farming, that you can trust with your machinery.



SMITH: Is there any tendency for them to leave the farm areas and go into the cities?

GROPLER: Yes. We get only the worst ones—and all the best laborers are going into the towns.

SMITH: There is something I have been curious about. Why is most of the rural vote for the Nationalist Party?

ANOTHER SON: Most of the rural farmers vote Nationalist—for the Nationalist Party. They have got more contact with the natives. They know the natives better than the town people, you see, and that's why they vote for the government—for the Apartheid, you see.

[SIGN: VOTE U. P. THE FUTURE IS IN YOUR HANDS.]

MURROW: But all the whites in South Africa are not members of the Nationalist Party. Most of the million English descendants are members of the more moderate United Party, led for so many years by the late Jan Christian Smuts, himself of Dutch origin. The present leader of the United Party is J.G.N. Strauss.

[HOWARD K. SMITH INTERVIEWING MR. J.G.N. STRAUSS.]

SMITH: Mr. Strauss, you're the leader of the opposition. What is your view of the government's policy of Apartheid?

STRAUSS: Of course, Apartheid is really a negation of the European mission in Africa, and that mission, as I see it, is to bring Western leadership and enterprise to the Bantu people and to guide them

in our Western ways of life. You must remember, of course, that the African Bantu have never produced a civilization of their own, and in spite of the various contacts they had with older civilizations, they have remained at a primitive stage of development. It is really this factor which makes the South African situation so unique. For while the natives are in the majority, they are for the most part still backward and illiterate. It should therefore not be surprising that social and residential separation have become a settled and traditional policy for us here in South Africa, but not Apartheid, or economic separation and isolation of the races. If our nonwhite question were to be translated to the broad canvas of your country, it would mean that your present population would have to solve the problems of political and human relationships involved in having as your fellow citizens some eight hundred million nonwhites, of whom two hundred million would be illiterate, living the carefree tribal life of the civilization of the tom-tom, the witch doctor, and polygamy.

MURROW: The party of the Bantu majority is called the African National Congress— but it has no place on the ballot. As we said earlier, the most articulate spokesman of the Bantu is Dr. A. B. Xuma, a physician. A brief generation ago, he and his parents raised themselves from the floor of the jungle, and now he and his children live in Sofiatown. Smith went back to ask him about the two political parties.

[HOWARD K. SMITH INTERVIEWING DR. A. B. XUMA.]

SMITH: How do you feel about the main opposition party—the United Party? How is it doing?

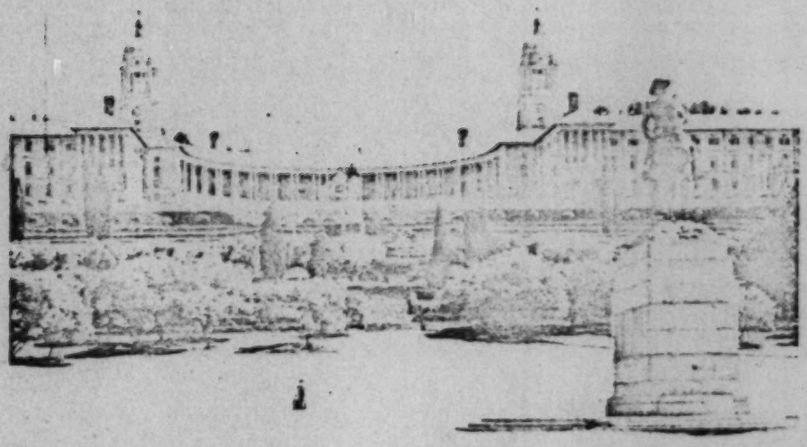
DR. XUMA: You would almost have to define what you mean by opposition, because so far as we are concerned the United Party is not in opposition to the present government party. So far as we are concerned, if there is any difference, it's not the difference of purpose or objective. There might be a difference of method in the approach, but the aim—the ultimate aim is the same. The tragedy in South Africa is that there is no effective opposition—and the United Party is not one. They are both conservative and they are both for white supremacy.

SMITH: Do you feel there is any danger of anything like Mau Mau breaking out here?

DR. XUMA: Well, I can't say, because I don't know what Mau Mau

really is except what I read in the press. But one never can tell what might happen if the people are driven to a state of desperation and frustration.

MURROW: When Smith and McClure arrived in South Africa they presented their credentials and asked for an interview with Prime Minister Strijdom. The answer was negative. From time to time they asked again for an interview, and each time it was negative. Finally they were permitted to film his opening broadcast as Minister, and then they were allowed to ask three questions—all submitted in advance.



PRIME MINISTER STRIJDOM: Ladies and gentlemen: Having been appointed to the post of Prime Minister of the Union of South Africa, I should like to direct these few words to you. Mindful of the fact that we acknowledge the sovereignty and guidance of almighty God in the destiny of countries and peoples, and that we seek the development of our national life along Christian national lines, I want to ask you to remember me and the new government in your prayers. The new government that has now been entrusted with the control and direction of our country's affairs will remain true to this policy that dates from 1915, namely, to mete out fairness and justice to the whole community. I say this with the greatest emphasis because of the continual campaign by antagonistic people to instill fear into the minds

of our English-speaking citizens by means of the false allegation that, either now or later, when South Africa shall have become a republic, their language and other rights will be suppressed. The good faith of us who are now in charge should be a sufficient reply and a guarantee to those who have been an easy prey of this antagonistic campaign of misrepresentation.

MURROW: Then it was time for Smith to ask his three questions.

SMITH: Mr. Prime Minister, do you intend, during your tenure in power, to take measures to establish a republic in South Africa?

STRIJDOM: We've been moving toward a republic since 1926, and especially since 1931, after the passing of the Statute of West-

minster. It's a process of step by step, and so we shall continue until ultimately the ideal has been reached.

SMITH: What are the advantages that you expect from a republic?

STRIJDOM: The main advantage is that under a republic the two races here will be welded into one nation. The best example I can quote to illustrate that is the United States of America, where you originally had French settlers, English settlers, and Dutch settlers. Today they are all Americans—and that is the best means of getting the people here to ultimately—to form one consolidated nation. Till you have a republic, I'm afraid that most of our English-speaking people here will always stand either on one foot or both feet in England.

SMITH: In the realm of native affairs, do you intend to continue

the policy of Apartheid that's been carried out up until now?

STRIJDOM: As the situation demands from time to time, further steps and new steps will be taken.

SMITH: You feel it's been satisfactory up until now?

STRIJDOM: Content with the way it's gone so far. It works according to plan.

SMITH: Well, Mr. Strijdom, what are the advantages you would expect?

[PRIME MINISTER GESTURES WITH HANDS.]

MURROW: After the three questions, the interview was terminated—as you just saw—by the upraised hands of the man whose supporters now call him "The Lion of Transvaal." There are some in South Africa who believe that Prime Minister Strijdom's total nationalism was only his method to gain control, and that now he will be more moderate. Father Huddleston is not among them.

FATHER HUDDLESTON: Well, I think the most significant comment on that is that Dr. Malan is now regarded as a moderate. Strijdom, of course, as you know, has always been the leader of the racialist faction in the Nationalist Party. The whole thing will become much more clear cut, and I personally am really glad we now can know where we stand, and we can fight the thing through on absolutely clear and basic issues. I am clear today that we have to go out for an absolutely courageous generous policy with regard to the franchise. I am quite clear that one of the major issues facing us is that of lack of opportunity. The professions are closed to the African people almost entirely, and the door has got to be opened. Of course, it's true that the industrial caliber is being broken down by economic forces, but it's not being broken down fast enough, and I am as clear as I can be today, that the only possible future for this country is the recognition of the fact that white supremacy is finished.

MURROW: In spite of all, the boom continues in South Africa—and

so does Apartheid. The small Indian and Malayan population, now one notch above the Bantus, is being forced down to the subordinate role of the Negro. Likewise, at a time when the Afrikaner Nationalists are on the defensive against the colored majority, they have chosen to divide the white minority by forcing separate schools upon the British children. Segregation among the whites, too. The unfortunate part is that, at a time when the challenge of finding a new relationship between the white people of the West and the awakening people of the so-called backward or undeveloped part of the world is as important as the fight against communism, the best weapon that this most prosperous of all African countries can come up with is Apartheid. Now, Howard Smith again.

SMITH: South Africa's history began in windy Capetown. It's going to reach a kind of climax here in windy Johannesburg—a city built on gold and uranium and cheap labor, where an industrial revolution has been drawing African natives in hundreds of thousands into town faster than they can be housed or policed. It's our conclusion, after traveling five weeks in this country, that a racial explosion is likely. But not soon. The African Negro, by nature, is a happy man, not given to discontent. Despite Apartheid, despite low wages, he is enjoying his first experience as a city dweller. Moreover, there's a boom on. Economy is expanding. The United States of America is paying high prices for almost all of South Africa's gold, uranium, and diamonds. In these circumstances, jobs are plentiful for the Africans. Danger comes when a second generation of urbanized Negroes comes of age in Johannesburg and the other cities of South Africa. They will be more sophisticated. They will be susceptible to discontent. They will be capable of organizing. If at that time this expansion should slow down—if, for example, the United States should stop the process of having gold dug out of the earth at high prices here in order to bury it in the earth in Fort Knox, then there would be trouble. In these circumstances, we believe that a racial explosion would be likely if present policies continue. Back now to Ed Murrow and "See It Now" in New York.

SEE IT NOW

EDITED BY

EDWARD R. MURROW

AND

FRED W. FRIENDLY

1955

SIMON AND SCHUSTER

NEW YORK

"SEE IT NOW"

A CONVERSATION WITH J. ROBERT OPPENHEIMER

January 4, 1955

Oppenheimer, Robt.
5-B-29

November 1, 1957

Dear Professor Oppenheimer:

Please accept my belated thanks for sending me the copy of THE ENVIRONS OF ATOMIC POWER.

Fred and I found it a fascinating document and we continue to wrestle with the prospect of trying to do something in this general area on television.

Sincerely,

Professor Robert Oppenheimer
Institute for Advanced Study
Princeton University
Princeton, New Jersey

fc

Write up Oppenheimer

1. "THE ENVIRONS OF ATOMIC POWER"
by
Robert Oppenheimer

TERMS OF REFERENCE

"It would be nice," Fermi said, not quite without seriousness, "If it could cure the common cold." He was talking of atomic energy. It was not yet three years since he had established the first fission chain reaction. Now we were meeting at Los Alamos, in the tired summer of 1945, in the week in which Hiroshima and Nagasaki were bombed. We were meeting at the request of Secretary Stimson's Interim Committee, not for the first time, and not for the last. We were being asked about the future of research and development in atomic energy, not only on the military side, but also, and even more urgently, with regard to its peaceful applications. Mr. Stimson had just issued a statement, after the bombing of Hiroshima, saying that the release of atomic energy faced us with far more than the development of a new weapon. Of course he was right. Among the peaceful applications, among the "benefits for mankind," would be the generation of atomic power: electric power from the energy of large scale, controlled nuclear fission.

The appearance of a new fuel would inevitably be of interest to technology and industry. Here was a fuel, widespread in its distribution on earth, of quite moderate cost, and radically new in the insignificance of its weight and bulk, a few million times more concentrated than any fuel hitherto known.

It would not be a simple enterprise to take full advantage of this fuel. A practical installation, replacing furnaces for chemical fuels, would have a cost running in the tens of millions of dollars. Relevant pilot

plants would not be cheap. The development of atomic power would involve hazards which, if not graver, were far more unfamiliar and varied than those to which we were accustomed. It would soon become clear that there was an apparently limitless variety of designs, of secondary materials and arrangements, whose relative merit and economy could not lightly be assessed. Yet the complications went beyond these.

The atomic power prospect did not appear alone and in isolation. It has been part of a complex of programs, problems, and issues that have often and clearly been a heavy burden impeding its development, and that have occasionally given impetus and help to its development. It appeared to our times flanked by two vast and unprecedented revolutions: on the one side the explosive, brilliant, ramified growth of scientific knowledge and its technical application; on the other side, atomic weapons.

Atomic power came in sight as the result of a very new science. Two of its promising fuels, plutonium and uranium 233, were discovered only during the war, their properties studied, and they themselves synthesized by man-made applications of atomic and nuclear physics. Fission itself, the process from which the energy for atomic power was to derive, had been discovered barely six years earlier. Even the neutron, (though one of the two universal ingredients of atomic nuclei,) (which provides the links in the chain of fission reactions,) was discovered barely two decades before. The knowledge of the behavior of atoms and nuclei, which had gone into the wartime development, and which would need to be applied to the technology and industry of atomic power, was new; few but the young experts could have learned it in college. There was no day appreciation of its subtlety, power, abstractness; there was no corps of engineers or practical men to whom the

concepts or the facts or the experiments were known. It was an element, startling but by no means unique, in the exponential growth of our knowledge of the natural world. Neither our society nor our education nor our culture prepared us for it; nor were we yet aware of its potentially world-wide character and of the problems and the hopes which this would raise.

The war-time effort had, by an early and clear decision, been devoted to the development of atomic weapons. It is true that the Navy had an early and continuing interest in atomic power for propulsion. Its interest was warranted, and the use of atomic power for Naval craft in general, and for submarines in particular, has been one of the first to prove out in a most practical and brilliant way. It is true that this Naval interest led to the development of a separation process for the isotopes of uranium which played a part in the atomic weapons program. But national policy was rightly based on two points: atomic weapons would be the most radical military development, and would most decisively add to available military power; and atomic weapons would have, as they have had since, a much shorter time scale for their development, their refinement, and their large scale production than would atomic power.

At the war's end, and quite apart from any assessment of whether the bombs should or should not have been used against Japan, and the related question of whether an acceptable surrender might or might not have been had without them, one could not help but be struck by the power of these primitive weapons, and by the portent of this power for the future. The years that have passed since then have indeed witnessed unimaginable changes in the arts and nature of war, changes at least largely based on nuclear weapons. They have seen new patterns in the behavior of sovereign states and in the relations between the states; and of this story, clearly, we have not seen the end.

These are but two examples of what accompanied atomic power into our world. They suggest why there are overtones in this development that have been absent in power developments in other respects not wholly beyond comparison, such as the diesel engine and the gas turbine: overtones of pride and terror, of mystery and hope.

It is the purpose of this introductory paper to describe some of the territories surrounding atomic power, some of the issues and problems, some of the places where atomic power intersects other enterprises and other fields of policy and dispute. I shall try to outline how these intersections appeared in the time after the last war. It was at this time that our legislative and administrative arrangements for dealing with atomic power were established; even more, it was at this time that our conceptual background developed, setting for us the kind of words, and issues, and values, and contrasts in terms of which we were for long to discuss the problems. I shall then try, somewhat more briefly, to review how, under the impact of historical change, and of further experience, some of these concepts had to be modified, and some of the legislative and administrative arrangements adjusted. Of atomic power itself, its technical, economic, organizational, legal and political problems I shall not write; these are the theme of the Twelfth American Assembly conference to which this is an introduction.

Perhaps it is best at this point to interpolate a word of definition and limitation: Atomic power, or nuclear power, could generally refer to any useful electrical power or heat derived from large scale nuclear reactions, nuclear transmutations. Indeed, the early public pronouncements about atomic energy left quite vague the scope of nuclear reactions and the nature of the devices for inducing and controlling them. In a sense this is

right; though nuclear physics is a heavily travelled area, and there has been much tramping up and down in its corridors, radically new discovery is still possible, though we think that we do have a firm basis for doubting whether such drastic transmutations as the annihilation of the ingredients of nuclei, the protons and neutrons, are in accord with the laws of nature.

But even more, there is room for invention. The breaking up of all nuclei heavier than iron, and the building up of all nuclei lighter than iron, in general and for the most part yield energy. Only at the very ends of the periodic table, for the lightest elements and the heaviest, have practical methods for bringing about these transmutations on a large scale been found; and even here, practice is still further narrowed if we ask for large scale and <u>controlled</u> reactions. It is altogether proper that we have in the back of our minds the large vistas of unguessable discovery and unmade invention; but in what I write I should like to limit myself to the discoveries and inventions that have been made, to things that we more or less do know how to do, and that we can to some extent describe.

At present, and ever since the war, this has come down to a rather narrow range of possibilities: the generation of heat by fission in a reactor, and the conversion, except in the rare case where heat was used directly as heat, to electric power. Such reactors, whatever other materials they have, operate a neutron-fission chain reaction, and control the activity by removing or restoring neutrons. All such reactors must have one of three nuclear materials: uranium 235, plutonium 239, or uranium 233, of which the first is found along with a hundred times as much uranium 238 in nature, and the second and third are made respectively from uranium 238 and thorium by exposure to neutrons. It is true that uranium 238 and thorium do also undergo

fission and add a little to the energy level in the reactors in which they are incorporated; but it is also true that they alone will not sustain chain reaction, nor will any material found in nature, other than uranium.

Elements heavier than plutonium can be made by nuclear transmutation; and lighter elements can undergo fission when suitably bombarded; but it seems unlikely that either of these possibilities will find practical application. Thus, whatever the variety of the materials, designs, configurations, and arrangements of the reactors of an atomic power program, they have at least one element of simplicity: the fuels are few. In the overwhelming majority of the reactors designed in the last fifteen years, the principal fuel has been uranium 235.

There are two other prospects for atomic power; both have been discussed publicly; both have been the subject of some work. One is the direct generation of electric power from fission reactions, without the conversion of the majority of this power into heat; the second is the large scale transmutation of light isotopes, primarily of heavy hydrogen or deuterium, into the more stable helium, which is the objective of the controlled thermonuclear power program. For both of these developments, especially for the second, there has been enough in the public domain to indicate that the problems are formidable, but not in principle clearly insoluble. But not enough is in the public domain to give a responsible estimate of what the developments may be like, or how long it may take to bring them to practical fruit, or to know which of the many advantages that these developments might appear to promise will, in fact, be realized. It does seem to be consonant with all expert opinion that these developments, whatever their remote promise, will not eliminate the usefulness, the need, or the importance of atomic power based on heat from fission in reactors.

THE HISTORICAL PACKAGE

All the early reports on atomic energy concurred in conceiving it as a threefold package. Thus it was with the Tolman report to the War Department in 1944, with the reports for and of Secretary Stimson's Interim Committee in 1945, with the findings of the Special Senate Committee under the chairmanship of Senator McMahon, with the Acheson-Lilienthal Report on the international control of atomic energy, and, in its non-military aspects, with the reports of the United Nations Atomic Energy Commission. The three ingredients were power, explosives, and scientific tools.

Power was foreseen primarily in the form of large reactors, most probably for ship propulsion, conceivably for large aircraft; and for civil purposes, in the first instance in regions where fuel costs for conventional fuels were high.

Apart from radiological warfare, atomic weapons were seen as explosives that would get cheaper and cheaper, more and more abundant, far more powerful, compact, light, and adaptable to a wide variety of military uses; and probably, though not certainly, capable of augmentation by thermonuclear reactions of the lightest elements, and fission reactions in normal uranium or thorium.

The tools were of two kinds: radioactive materials that could be used to follow individual atomic and molecular processes, and trace the kinetics of physical, chemical, and biological change, and the stable tracers that could, but with somewhat greater difficulty, be used for similar purposes; on the other hand, there would be radiation in the form of intense neutron beams for experimentation, and radiation for changing the bulk properties of matter.

The decade that has intervened has confirmed most of these precepts; the power and weight of stockpiles has grown; tracers and radiations have come to play a massive and valuable part in research, in engineering, in medicine, agriculture, and technology; and power reactors exist, and many more are abuilding.

As we shall see, much was to be learned between then and now about the conditions under which atomic power would be a practical as opposed to an imagined contribution to the economy; we understand better today the preconditions in capital, technology and scientific skill for their effective use. Even more, we understand the preconditions for the use of the tools provided by the atomic energy program. As a part of a competent, ramified, highly skilled and trained scientific endeavor and a sophisticated industrial economy, they are of great value; they are not a substitute and can not exist without them.

Indeed, most of the warm and glowing pronouncements about the hopes of atomic energy would have read more true had they been written with "science and technology" replacing "atomic energy," or with a more modest "atomic energy as a part of science and technology."

Power and Explosives

A power program and a weapons program are not the same thing, but they intersect in a massive way. Uranium 235, uranium 233, and plutonium 239, one of which at least is needed for atomic power, are all suitable for atomic explosives, and natural, even if not indeed indispensible, for thermonuclear explosives. Thus a power program presupposes the existence, in some form, of material which can be used in bombs. Furthermore, if there is uranium 238

present in a power reactor, as there will be if natural uranium is used, or uranium of quite low enrichment, the reactor will, itself, make plutonium. If thorium is present, the reactor will make uranium 233. Of course, from this it does not follow that one can not design a program for one of the two purposes poorly suited to the other. We can and do have many and enormous reactors which produce no power, as at Hanford and Savannah River. In England, comparable reactors produce both power and plutonium.

In practice, the most widely used fuel has been uranium 235 of rather low enrichment; it is not directly usable for weapons, but the further enrichment required to make it so is not a formidable undertaking if one has, as we and the British and the Russians do, an isotope separation plant. An enriched uranium 235 reactor, blanketed or otherwise embodying normal uranium or thorium, will make material suitable for weapons. Obviously a knowledge of the chemical and metallurgical arts of the heavy elements, as well as their nuclear properties, ~~have~~ has a place both in reactor technology and weapons design.

It may be well to have a few rough numbers in mind, relating the number of weapons and the total power produced. The number is clearly very rough, since weapons vary widely in the amount of fissionable material they use, and since reactors vary widely in the balance of fuel consumed per kilowatt. A "breeder," for instance, produces rather than consumes fuel. Still the number means something, in indicating what sort of weight of weapons production corresponds to a large scale atomic power generation program. A bomb corresponds to a few million kilowatt days. A capacity of a hundred million kilowatts, which begins to be an interesting proportion of the world's generating capacity, corresponds to many thousands of bombs per year.

There was much testimony before the McMahon Committee to the effect that the overwhelming part of the cost, and therefore clearly the principal industrial problem, of the war-time production of bombs was the building of the plants for enriched uranium and plutonium; and that the design of weapons, though it had had devoted to it a good deal of high talent, was not a massive or major part of the enterprise. What was not testified to with comparable clarity is that the bombs fitted into an existing military system of aircraft, intelligence, bases, without which they would have had a different and perhaps a much slighter meaning; and that the cost of this system, or even the minimal components of it, was very large compared to all the costs of the atomic energy program.

Today it seems clear that much more is involved in the determination of nations to direct their attention toward atomic power or atomic weapons, or both, than their ability to get chain reactions going. In particular, the considerations of the nature of the military establishment, equipment, doctrine and mission seem fully as important as the technical problems of supplementing the power program with a weapons program, and probably also more important than the considerations leading to the adoption of or delay in an atomic power program per se. Yet in the early days, it was easy to draw the conclusion that atomic weapons and atomic power were almost inseparable. This was to have a large and, on the whole, not a salutary effect upon the development of atomic power.

Power and Science

Between weapons on the one hand, and atomic power and the tools of science on the other, plausible technical connections also seemed to exist,

though the firmness and necessity of these connections were soon cast in doubt. Reactors do emit radiation; the neutron beams in research reactors are used throughout the world for studies in the physical sciences and in biology. Reactors do make many radioactive tracers, though some of the most useful need to be made by other means, notably by positive ion accelerators. The great machines which were developed during the war to separate isotopes can be and are used for making non-radioactive tracers. Even during the war, extensive use was made of radiation and of large quantities of tracers for experimental purposes. Before that, they had been used, modestly but brilliantly, for more than a decade.

Clearly, any power program designed to do so will produce tracers in vast quantity and copious sources of radiation. But the converse is not true. Reactors whose level of activity is too low to be of interest for power, and which operate at a temperature where no power could be generated, still give plenty of radiation; and such reactors are springing up, often with the aid of the United States, or Canada, or Britain, at institutes, and universities, and schools and research centers all over the world.

Very early in the history of the American atomic energy program, even before the enabling legislation of the Atomic Energy Commission was passed, the Manhattan District began to make widespread and generous distribution of isotopes for research in the sciences, medicine, and agriculture. Late in 1945 Mr. Byrnes, the Secretary of State, went to Moscow, believing that the Soviet government might well wish to talk at length about atomic energy. This turned out not to be the case; but in preparation for the meeting, the use of the tools of atomic energy for scientific purposes had already become clearly enough disentangled from problems of weapons and power, so that it seemed that this aspect of the question could safely be touched upon.

The United States government has, from the first, understood that its possession of and monopoly in the manufacture or operation of these tools laid it under an obligation to make them available to qualified users in the sciences and the applied sciences, first on a national basis, and before long on a widely international one.

Yet, although the application of the tools of atomic energy could thus be relatively easily and quickly separated from all military problems, there is a connection of a different sort and, in a human sense, perhaps a good deal wider and deeper. Atomic energy has come to be a symbol of something that is real: the important, hopeful, inherently troublesome, new, and complex role that science and technology play in today's world. It catalyzed an explicit recognition of the role of science for the welfare of our country and its military power, an appreciation of the value of people familiar with atomic physics, with the behavior of nuclei, with the experimental techniques, and the powerful, analytic tools of physical theory. I remember that, late in the war, the present president of the duPont Company, who had had close connection and grave responsibility--among others--for that company's work for the Manhattan District, spoke, even earnestly, of his desire to return to graduate school to become competent in nuclear physics; that should be a hope for the future.

It is not only in the United States but in many, many parts of the world that an interest in atomic power has been the taking-off place for a new attitude toward the cultivation of science and the training of scientists. In this country, for some years, the largest contributor to the patronage of basic researches in the physical sciences, basic researches only very indirectly and improbably related to the immediate problems of

atomic weapons and atomic power, has been the Atomic Energy Commission itself, following the wise initiative taken by the Office of Naval Research, and often in cooperation with it. In France the attempt to increase the budgets, the resources, and the level of activity and training in natural science were similarly stimulated by their own atomic energy commission. Brazil's atomic energy commission began its work as a training program in natural science. Recently, we read that Sir John Cockroft, Director of the Atomic Energy Research Establishment at Harwell, has become the director as well of the Atomic Energy Institute of the Bagdad Powers.

What we are seeing here is something far more general and potentially far more significant than an attempt at the economical and practical production of kilowatts based on nuclear fission. We are seeing, on pathetically different levels, and, it is true, often under the cover of misrepresentation and specious hopefulness, a fostering and a recognition of one of the traits of our time. These men who are being trained, these specialists in biophysics, medicine, the chemistry of fertilizers, genetics, subnuclear particles, stellar constitution, may or may not have something to do with the design, the operation, the invention of reactors for power; clearly most of them will not. They become a part of the many networks of specialists. They find themselves at some point on the incredibly steep curve of growing learning, both what has been found before and what is there for them to find anew. There have been very few kilowatts from all of this, but there is a great reality to it.

Beyond, partly entwined by, and partly independent of these intersections of atomic power with the revolution in warfare and the evolution in science, there are many other cross-connections and considerations which have affected, limited, promoted, or distorted the development of atomic power. Some seem technically inevitable connections; in some, old issues, long debated and with their roots in matters far from atomic energy, have been newly fired or newly sharpened by the atom. For most of these I am in no way competent for even a summary discussion; the importance of some may have escaped me entirely. But here are at least some of the ways in which the exploitation of fission for power has differed from, let us say, that of petroleum or natural gas.

Secrecy

Most of the knowledge on which the atomic energy program had been based was acquired in the years between 1900 and 1940. It was not known or understood except by a few specialists. Yet it was open knowledge, obtained by brilliant experiment and the gradual sorting out and ordering of the phenomena in theories of great power and harmony. It has been a natural, a healthy and rather an inevitable thing for really new discoveries in science to be published; only so do the sciences advance freely and rapidly. Today the really new fields are, for the most part, studied in the same way, in international cooperation. Though this has long been hindered by the Communists, and to some extent by our response to Communism, these obstacles do not today have great effect on basic discovery or true understanding.

During the war, all work done for the Manhattan District was secret; not only were the designs of production reactions and separation plants secret;

so too was information on the properties of materials and theories about the behavior of materials which were developed at that time. Plutonium had not existed before. Its chemical, metallurgical, and nuclear properties were studied; and the results, indispensable for weapons design and for some parts of reactor physics, were, of course, regarded as secret. Similar and detailed studies were made of the nuclear properties of many materials; these too were highly classified. In the light of the close connection which appeared to exist between atomic weapons and atomic power, and in the light of the fact that some information, at least, which was relevant to the one was relevant to the other, it is not astonishing that, initially, almost everything that one needed to know to get on with atomic power was classified. More than that, not only the facts that were known, but that the facts that were not yet known, but were related to the nuclear behavior of materials or the properties of fissionable materials, or the theories which connected these, or which were helpful in predicting the behavior of chain reacting systems, were all held secret. It was not merely that this or that fact was regarded as secret; it was certainly not merely that the design or performance of a specific reactor or reactor class was held secret; it was that the whole field of knowledge on which the design of reactors would have to rest was inherently secret. Initially all reactors were secret; and for a long time, almost all; and now some. The greatest single step in changing the situation was surely the first Atomic Energy Conference in Geneva in the summer of 1955. But of that, more later.

It is hard to assess at all wisely the effect of this policy of extreme and global secrecy. It does not seem to have been grave for the

lively, growing frontiers of pure physics and chemistry; and although everything was born secret in a wide part of science, procedures were soon devised for declassifying what did not seem to be very sensitive information.

Undoubtedly the extreme secrecy provisions caused wide duplication. The British who had worked closely with us, though not on reactor problems, during the war, did their own post-war work when the partnership was broken. In Canada, in France, in Russia, on very different scales and with very different purposes, the same facts were being discovered, and the same way of describing and dealing with them invented. There was some duplication in this country; but the principal effect of secrecy at home lay not in duplication, but in a kind of thinning and impoverishment of communication. We were cut off from what was going on abroad and, in a strange sense, even where the channels existed, we were somewhat cut off from what was going on at home. Even those who had full access to classified information were, by its classified nature and the cumbersomeness of locating and transmitting it, often prevented from really acquiring it or taking it fully into account; and surely many who did not have access to the information, and perhaps did not know that it existed or that they should have access to it, were excluded from contributing.

Yet I suspect that, in our domestic development, secrecy was only one and not the principal block to more rapid progress with atomic power. The uncertainty of the incentives, their lack of robustness, and the very large unit costs for reactors, running to hundreds of dollars per kilowatt of installed capacity, would seem to me also good reasons. I know that Sir Christopher Hinton, who ~~is~~ was in charge of Britain's reactor program, once said

to me, when I deplored the fact that our countries were no longer in partnership in matters of atomic energy, that he thought that that might well be a proper view with regard to weapons; but that, as far as the generation of power was concerned and in the matter of reactors, he was most pleased to be working on his own.

Yet my own view is that complete freedom and openness in publication and communication makes for the most rapid progress and for the most well-founded judgment, and that if one cites the spectacular achievements of secret undertakings, one should bear in mind how enormously much more rapid and deft is the development of open science, and how much more difficult the matters with which it deals.

Work on controlled thermonuclear power is still highly classified; the published accounts of what this work is all about, and the expressions of experts engaged in it, give no explanation of the grounds for this.

Hazards

For its size, the atomic energy industry in this country has been one of the safest: by any normal industrial standard, very few employees have suffered injury. Yet from the first, the development of atomic power has raised additional problems of physical danger, radically different from those more familiar in the chemical industries, if no more formidable. Indeed it is probably true that the relative simplicity of nuclear phenomena compared to chemical, and the fairly high degree of theoretical understanding which we have of nuclear phenomena and radiation, makes the prediction and the control of the hazards in reactors and their related plants more straightforward than in most other fields.

The hazards are diverse, and it has taken some time to see where the relatively grave ones lie. There is always, of course, the possibility, at certain stages in the handling of fissionable material, of its physical diversion; and it is conceivable that one might thus make a true atomic explosion. For a long time there was fear that reactors themselves could get out of hand and give something like an atomic explosion; but no one who knew what a pesky business the design of atomic weapons is would be likely entirely to believe that. The real dangers lie, rather, in the fact that relatively minor instabilities may lead to the release of the radioactive fission products which are an inevitable part of a reactor's operation; and that these may be dispersed to do serious injury to the plant and to the surrounding populations. It has taken study, delay, and cumbersome counter-measures to minimize or remove the possibility of such events. The handling of radioactive materials is costly because of the need to protect personnel, and the problem of the disposal of radioactive wastes has found no elegant solution. It may be comparable in gravity to the polution of present metro-politan and industrial atmospheres by our present industrial activities. But all this is in the light of the years of experience. To the layman, hearing of the enormous accumulation of radioactive material inside any reactor that could produce a reasonable amount of power, hearing of the thick walls of shielding at Hanford, and the remotely controlled chemical laboratories for processing, and having in the back of his mind the violence of Hiroshima, the hazards suggested, not the need for study and invention, but a frighten-ing wilderness.

Raw Materials

As much as is the case with oil, atomic energy has a unique and

indispensable raw material: uranium. Thorium is at most secondary. It was an historical accident that the available and convenient sources of uranium during the war lay outside the United States, primarily in the Belgian Congo and Canada. Since that time, our own resources have been vastly developed, but so have many others in parts of the non-Communist world willing to make them in part available to us. This has brought with it a series of promises, more or less explicit, and more or less meaningful, to assist other countries in their own atomic energy programs at such time and in such way as may seem appropriate. This is for us a governmental obligation. It has had some affect on our views of the international development of atomic power.

Immediately after the war, the known accessible sources of uranium were not sufficient of themselves to support an atomic power production comparable to the world's power needs. In order for them to be adequate, reactors would have had to transform relatively inert uranium 238 and thorium into more actively fissionable materials. Such breeders have been long studied, and some have been built. In the past they have been kilowatt-for-kilowatt more cumbersome and more expensive than reactors whose fuel economy is less good.

It was naturally anticipated, on the basis of experience with other minerals, that the value of uranium would lead to the discovery of enormously increased sources of supply. This has happened; and today there would appear to be no meaningful limitation on the amount of power which can be supported by the available raw materials. Breeding may be economically helpful; it is not indispensable.

Nor has the atomic power program suffered from competition for material with the weapons program. The rate of reactor development and

installation has been slow enough, and the acquisition of uranium and the production of fissionable material has proceeded on so impressively massive a scale, that no case is known to me in this country where a power reactor has been neglected for lack of fuel.

Monopoly

The war-time work on atomic energy was, of course, a governmental monopoly, carried out, it is true, by civilian contractors, primarily industrial, but including some universities and research institutes, but under the complete administrative and policy control of the United States government. It was, in fact, a quasimilitary operation, having been entrusted to a branch of the United States Engineers. But even during the war, under the President and the Secretary of War, policy decisions were in the hands of a mixed civilian-military committee.

It was not unnatural to regard the atomic developments, which had been paid for by public funds, as a public trust which should be kept in governmental hands. It may be that the endemic American debate on the merits of public power versus private power played a part in the initial legislation: debate on this has clearly not ended. It appears far more likely that other considerations were more important: the difficulty of disentangling the military and civil aspects of the enterprise, the need for regulation, both for secrecy and for safety, and the initial desire to retain in the hands of the government of the United States, those as yet poorly understood powers which it would need to exercise and to delegate in the event that international controls could be established. Now, within the government, the balance between military interest and civilian control,

between executive responsibility and legislative understanding and responsibility, were achieved, is part of the story of the McMahon Act.

Atomic Power Abroad

When the war ended, most of the other industrial nations of the world were suffering from devastation, occupation, and great disruption. We were faced with the problem of contributing to putting the world back together, both for our former enemies and for our former allies. Could atomic power contribute to accelerating or enriching this process? The historical answer is clearly no. The economies of Germany, England, and Italy outstripped their prewar production, without the help of a kilowatt of atomic power. By the time reconstruction was no longer a pressing problem, the United States had become committed, in a modest way, to assist in the technology and the industrial development of underdeveloped countries, which characteristically show a great zeal to raise their productivity and civility, with utmost dispatch, to levels which had been attained over the centuries in Europe and the United States. History has not yet answered the question whether atomic power will play a decisive part in this enterprise.

Like all parts of technology, it has a tendency to give to him who hath; to make the rich, and not the poor, richer. It rests on an accumulation of capital, of skill, of learning, education, and social and vocational mobility; and flourishes best where there is a strong economy. If, indeed, the atom is to enrich the poor, it will be in large part because we and our friends in Europe have determined to make this so. What the atom is doing

now for the underdeveloped countries is to give them an occasion and a symbol for that development of education, knowledge, technical skill, and learning which, in countless ways, will affect, and in many ways help, the great transformations which they are seeking to bring about.

THE PACKAGE IS TIED UP

The issues that we have outlined and countless others were dealt with in a more or less definitive way in 1946; indeed they were dealt with in more than one way: by the passage of the McMahon Act which established the basic pattern for our management of atomic energy affairs; and by the Acheson-Lilienthal Report which sketched a radically different, but closely related, alternative. Early in 1946, Senator McMahon summarized the considerations on which the act named after him would be based.

> (1) That the bomb is a weapon of appalling destructiveness. . . The bomb and the improvements on it which will certainly be made mean that another war in which atom bombs are used will threaten the existence not only of cities and nations but of civilization itself.
>
> (2) Other countries will be able to make atomic bombs. The monopoly which we hold at present is precarious and is certain to be short-lived.
>
> (3) No real military defense against the atomic bomb has been devised and none is in sight. . .
>
> (4) Some protection may accrue from faithful adherence to international agreements for the prevention of atomic bomb manufacture. . . The real protection against the atomic bomb lies in the prevention of war. . .
>
> (5) The secrets which we hold are matters of science and engineering which other nations can and will discover. . . We can give ourselves a certain temporary protection by retaining the secrets we now have. But that protection grows weaker day by day. . .
>
> (6) The peacetime benefits of atomic energy promise to be great indeed. . . plants which produce power also produce material which constitutes the explosive element of bombs. . .

> (7) Military control of atomic energy, though necessary and useful during war, is a form of direction to which scientists in peacetime will not willingly submit. The continuation of such control will probably discourage further development and research. . . On the other hand, the armed services are entitled to extensive participation in this development insofar as it relates to military applications of atomic energy. . .

Indeed the McMahon Act gave legislative form to the intimacy and inseparability of the historical package we have described. It viewed the three parts, weapons, power and science, as so closely related that they must have a common management. It extended the mandate for secrecy, appropriate perhaps to weapons, in principle to all the rest of the field. It gave the United States government, through the Atomic Energy Commission, ownership and control of fissionable material and the facilities in which it was processed or used. It limited, almost to the point of exclusion, cooperation on problems of atomic power with any foreign governments, scientists or industries. It severely limited the role of private initiative in the development of atomic power. It took those steps which seemed most likely to prolong, and for a while to preserve, our monopoly in the field.

In a very different way, in a very different context, the Acheson-Lilienthal Report is also responsive to the considerations set forth by McMahon. It gave an indication of the conditions under which the United States could, with reasonable prudence, be prepared to assist in liquidating its monopoly and to participate in international cooperative development of the peaceful aspects of atomic energy, and in international control, to see that neither nuclear weapons nor the makings of them fall into national hands.

The McMahon Act became law; the Acheson-Lilienthal Report remained a paper. Had it not, of course, we should have had both a sign and a portent

for a radically different Communist policy, a radically different Communism and, in general, a moderation of all extremes of nationalism. We should have had a beginning of that open world of which Bohr then and often later was to speak; there would be neither atomic bombs nor atomic secrets.

It is now my opinion that any such plan would, if adopted, also have had to broaden its functions, to encompass not only those which history had packaged by accident and labelled "atomic energy," but also the many others in the various sciences and in technology which would have been of more immediate help to meet the desperate needs of reconstruction and development.

THE PACKAGE COMES UNDONE

The monopoly, which the McMahon Act sought to preserve, did not last long. Benignly the British and then the French chipped at it by establishing their own facilities for atomic research. The British planned to incorporate atomic power as an essential and growing element in their electric power resources. Barely three years after the McMahon Act was passed, the monopoly was broken by our most dangerous antagonist; then the nuclear arms race began to assume its now familiar aspect, with ever more frequent classified communications between the contestants ~~as they tested~~ by their tests of their nuclear weapons.

It is a long time since we have had strategic plenty: weapons adequate in number for the targets of the strategic air offensive. We may by now be close to having nuclear plenty for even the uncountable targets of tactical nuclear war. The production plants have multiplied and multiplied,

and produced and produced; and the power of fissionable material has been vastly augmented by thermonuclear amplifiers and the use of abundant uranium. Those who have occasion to know our stockpiles are terrified by them; everybody is terrified by estimates and assessments of Soviet capabilities. Total nuclear war has begun to take on that desperate, perhaps genocidal, perhaps suicidal, quality which was anticipated from the beginning. It is reported that four years ago President Eisenhower, contemplating the facts as they were and as they were about to become, in contemplating the poverty and inadequacy of the then existing defenses, spoke on these matters before the United Nations Assembly. He then went on and proposed what has become known as Atoms for Peace, from which has grown the newly established International Atomic Energy Agency. But, whereas in the Acheson-Lilienthal proposal the international cooperative development of the peaceful uses of the atom had had a substantive, functional, and firm connection with atomic disarmament, the Atoms for Peace leaves this question not directly touched; its bearing on the prospects of nuclear war is at most allusive and sentimental.

Today the existence of a million or more-so kilowatts of atomic power does not seem very relevant one way or the other to the threat as it actually exists. Only three nations have atomic armament; and it is sometimes thought that our policies with regard to atomic power and our willingness to assist abroad in its development may have an important influence on whether other countries acquire atomic armament: specifically, that if we help in making atomic power available, they will renounce atomic weapons. It seems doubtful to me that anything we can do about atomic power abroad will have this as a decisive, universal or a lasting effect. A nation which is able to create (or beg, borrow, or steal) and operate a modern

military force will not be deterred from creating (or begging, or borrowing) atomic power; and though, by wise management of our dealings with atomic power abroad, we may waive some mischief, probably the most important step we can take to limit, if we wish to limit, the countries making atomic weapons is to share our responsibility for their use with our allies abroad, and to make such weapons as effectively available as full partnership in the alliance might require.

Power and weapons have, to a great extent, gone their separate way. The problems of preventing total nuclear war can probably not be much helped by what we or anyone else do or fail to do about atomic power. Those problems need very different measures. To discourage the planned, deliberate, all-out atomic war, we need to look both to defense and to deterrence, defense that may not always in the wavering fortunes of a changing technology be trivial or even inadequate, deterrence which maintains a reasonably invulnerable capability for retaliation. In order to prevent the unsought, unplanned, eruption of all-out nuclear war, entrained by the growth of an initially limited conflict, we need to be prepared in equipment, men, training, planning, and doctrine to keep wars limited: limited in objective, in terrain, in tactics, and in means. These are not easy assignments; they are expensive, they are uncertain. They are not closely related to the main subject of our discussion.

Two things, however, are surely related: The McMahon Act has been amended in important ways to make possible, even to facilitate, the participation of private initiative, private money, and private decision in the advancement of the atomic power program. It has also been amended

to make possible important, if still limited, assistance to power programs abroad. The adequacy of these amendments, the extent to which the present law still retains no longer relevant or appropriate vestiges of the post-war package, are questions hardly separable from the main themes of our meeting. the Twelfth Assembly.

Nor should we forget that there are today international, multi-national, and bilateral undertakings in the field of atomic energy, catalyzed in part by this country, and in even greater part by the recognized needs of other nations; some, like CERN, and in its initial phases, the I.A.E.A., are largely for research and education in different parts of natural science. Some are industrial, as is Euratom. Most are unsymmetric, providing means whereby the experience and resources of one country may flow to others less well endowed. But some, again as in Euratom, appear as true partnerships. None of them can, and as the technical situation stands, none of them ever will be able, to, assume the functions envisaged by the International Development Authority of the Acheson-Lilienthal Report; but they are responsive to the spirit, if not in all respects to the detail, of the President's Atoms for Peace.

VISTA

I have spoken of the limited relevance, at this time, of atomic power ~~and~~ to nuclear weapons. On the one hand, this has freed the atomic power program of inhibitions and constraints under which it long suffered; on the other, it has left the grim programs of military preparation for offense, defense, deterrence, limitation, to cope with keeping the peace. I do see a connection between the two; but it is not an immediate one; and

it does not derive from the initially conceived unity of all parts of the atomic energy program.

In 1947 Mr. Stimson wrote, "The riven atom, uncontrolled, can be only a growing menace to us all." And then he went on to say, "Lasting peace and freedom can not be achieved until the world finds a way toward the necessary government of the whole." We think, of course, of a government having some analogy to our own experience: a federation in which we see, applied to the vast world, the notions of limitations and balance which have been fairly successful in our own country. I do not suppose the world has ever looked less hopeful for such an undertaking; and even if it were not for the Communists, it would not look very hopeful. Much of the world is in the grip of a fierce nationalism. Differences in culture, economy, education, custom and style are vast and deep. And there are the Communists.

Nevertheless, in our world, the nature of our defense problems pulls us together; the nature of our economic development pulls us together; the nature of the communications provided by technology pulls us together. Before one can have any hope of even limited federation on a larger scale, there has to be a common human community. This can not be global; it can not be that every two and a half billion of us knows everyone else. It can not have that kind of intimacy, in a world in which intimacy is harder and harder to come by anywhere. But how is it really? It is really so, in this world in which knowledge multiplies very rapidly and is increasingly more specialized, both knowledge of and knowledge how, both knowledge in the sense of science and knowledge in the sense of technique, that only very limited numbers of people know intimately about any one thing. They are intimate international communities: the people who know how to build high

dams, the people who know something about subatomic physics, the people who know about malaria. The whole nature of our world is such that we are bound together in a transnational way, technically, economically, scientifically, culturally, by communities which are more loosely related to each other within a country than they are within themselves through the whole accessible world. This is in the nature of knowledge today, in the nature of competence. If the nations provide the warp of our life, these communities provide a kind of woof.

Atomic power will enrich our economy, perhaps in time in a decisive way. It will make possible undertakings that would have been foreclosed without it. In our dealings with other parts of the world, Americans will work with men of many countries; this they do today in countless enterprises for enlarging the understanding, increasing the civility, and deepening the spirit of man. If we see atomic energy as an example, as an appropriate if somewhat tarnished symbol, as one of many others, it will play its part in creating those communities, those true elements of federation, and that pattern of new order which will some day have to encompass this earth, if we are to live with the great new powers we have acquired.

These hopes, despite their remoteness and great uncertainty, seem to me nevertheless relevant to the criteria by which we assess the shortcomings and achievements of what we do with atomic power.

Princeton, New Jersey
29 August 1957

Robert Oppenheimer

Copy to Oppenheimer Special Program Program Operations

CBS NEWS

Office Communication

S/N 1/4/55

to: Fred Friendly

from: Ed Murrow

November 24, 1958

Here is a copy of Mickelson's letter to Oppenheimer. It is not very meaningful without the preceding exchange of memoranda, all of which are in our files.

CBS NEWS

Office Communication

to: Mr. Mickelson

from: Mr. Murrow

October 30, 1958

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Unless you or someone else chooses to answer Oppenheimer's query, I have no alternative but to write him myself and will, of course, be obliged to include the Smith-Kendrick version in such a letter. Oppenheimer, who is a personal friend of mine, is under the impression that I had something to do with the program in question. I do not intend to allow this impression to stand, nor do I intend to make my letter to him of a confidential character. Pray advise me whether you wish the answer to Oppenheimer to come from "management" or from me. It is going to be one thing or the other.

Oppenheimer

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October 8, 1958

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E.R.M.

CBS NEWS
Broadcast House, Washington 16 Emerson 2-9300

WASHINGTON BUREAU
Howard K. Smith

Oct. 2, 1958

Dear Ed,

I suppose that legalistically Mickelson's explanation can be argued: it is true that he had not, after two days, given me a final answer to my request that I be released from the Where We Stand program if the decision was made not to use the Oppenheimer interview. Then Oppenheimer settled it by withdrawing permission to use the 8-minute sequence.

However, Mickelson's explanation falls down when you recall the second installment of this matter--that is, when Midgley presented Mickelson with a half-hour edited version of the interview with Oppenheimer, told him he thought he could get a sponsor for it (The Fund for the Republic), and asked that it be accepted. Mickelson did not give Midgley an answer, though this happened many months ago.

It appears that the problem is to tell Oppenheimer the truth without calling our managers liars. I don't have any ideas on how to do that.

I hope to see you soon.

Sincerely,

Howard

HKS:pd

Mr. Edward R. Murrow
485 Madison Avenue
New York 22, N.Y.

September 30, 1958

PERSONAL

Dear Howard:

I have no desire to involve you in this snivelling, weasel-worded exchange, but I feel obliged to make some reply to Oppenheimer's cable. Our superiors are not disposed to do so. Do you have any ideas?

As ever yours,

ERM:skh

encs.

Mr. Howard K. Smith
WTOP
40th and Brandywine Streets N.W.
Washington, D.C.

COPY

CBS NEWS

Office Communication

to: Mr. Day cc: Mr. Salant

from: Mr. Murrow June 23, 1958

The attached exchange is, I think, self-explanatory.

I propose to tell Professor Oppenheimer that the "appropriate officials of CBS responsible for the suppression of the interview with Howard K. Smith" will reply to his inquiry.

I should be grateful for a copy of the reply.

fc E.R.M.

COPY

JUNE 19, 1958

DR. J. ROBERT OPPENHEIMER
c/o PROFESSOR NILS BOHR
INSTITUTE THEORETICAL PHYSICS
COPENHAGEN

SOME CBS AND SOME INDEPENDENT STATIONS ACROSS THE COUNTRY HAVE

REQUESTED PERMISSION TO RERUN BOTH THE ORIGINAL OPPENHEIMER

AND MURROW CONVERSATION AND THE EXTENDED VERSION STOP

MURROW AND EYE ARE INCLINED TO GRANT SUCH PERMISSION BUT

WOULD NOT DO SO WITHOUT YOUR CONSENT

WARMEST REGARDS

FRED FRIENDLY

seeitnow
202-182-33

COPY

WESTERN UNION INTL CABLES

ZL KOBENHAVN 34/30 20 1156

LT FRED FRIENDLY CBS NYK

GLAD TO CONCUR IN YOUR PERMISSION BUT WOULD INQUIRE ABOUT INTERVIEW I MADE WITH HOWARD SMITH IN JANUARY SUPPRESSED BY CBS ALL GREETINGS

ROBERT OPPENHEIMER

857 AMEST

ACL

ACK TWO MSGES PLS CLR

ACK THOSE TWO PLS

RECVD TWO MESSAGES FROM WU TNX AND OVERM

Altschul, Frank
I

FRANK ALTSCHUL
730 FIFTH AVENUE
NEW YORK 19, N.Y.

ROOM 1701
TEL. JUDSON 6-5526

January 5, 1955

Dear Ed.,

In line with your suggestion yesterday, I have just sent this letter to Oppie.

Yours sincerely,

Frank

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York, N. Y.

January 5, 1955

Dear Dr. Oppenheimer,

These lines are merely to tell you how much I was impressed by your appearance on television with Ed Murrow last night. It was not only what you had to say in response to Ed's questioning, but it was the manner in which you said it that I found so engaging. The personality of the "whole man" carried conviction with it as it came over the air waves. And the total lack of venom, the high restraint of any bitter feeling after the soul-trying experience you have been through was, I thought, beyond praise.

Yours sincerely,

(Signed) Frank Altschul

Dr. J. Robert Oppenheimer
Institute of Advanced Study
Princeton, New Jersey

Ans. 3/31-JRT

Mr. Murrow's Office

SIN

Donaldson, W.D.

IOWA STATE COLLEGE OF AGRICULTURE AND MECHANIC ARTS

AMES, IOWA

RADIO-TELEVISION SERVICE
WOI • WOI-FM • WOI-TV

Only you can answer this — read

March 28, 1955

Mr. Edward R. Murrow
CBS Television Network
485 Madison Avenue
New York 22, New York

Dear Mr. Murrow:

Some time ago your program "See It Now" featured an interview with Dr. Oppenheimer, at which time you indicated that the more complete interview was the property of The Fund For the Republic, Inc.

Subsequently, prints of this longer version of the interview were made available to the Educational Television and Radio Center at Ann Arbor, Michigan, for distribution to the educational, non-commerical stations now operating in the United States. For several weeks WOI-TV has been attempting to secure this complete version with a view toward scheduling it on WOI-TV as a special feature. Needless to say, our station as a CBS affiliate did carry the "See It Now" program on which the abridged interview was presented, but we feel that the importance of the remarks made by Dr. Oppenheimer is such that the presentation of the entire interview would be of definite service to the public.

Although WOI-TV is owned and operated by Iowa State College as a non-profit concern for the purpose of disseminating educational and public service material in addition to the more general type of television service, it is technically a commercial station and not one of the educational, non-commercial channels allocated by the FCC in 1952. WOI-TV has been on the air since February, 1950. It is therefore impossible for us to secure prints of the interview from the Educational Television and Radio Center since they advise that they are obliged to limit distribution only to the non-commercial stations. An inquiry to the office of The Fund For the Republic in New York has indicated that their release of the entire interview is likewise limited, and they suggest that we contact you as perhaps the last resort.

Our intention is to clear our schedule during a Class "A" evening time period for presentation of the interview in its complete form. It will, of course, be a public service presentation and not sponsored. Any information you can provide as to its availability from your office will be greatly appreciated.

Yours sincerely,

W.D. Donaldson

W.D. Donaldson
Program Director

WDD:bb

5-B-29 Oppenheimer, Robert

March 7, 1955

Dear Dr. Oppenheimer:

I was in London a few weeks ago when BBC Television ran our interview. The reaction over there was quite as considerable as it was here. I thought you might be interested in the attached letter. - from S. Bernstein

Sincerely yours,

Dr. J. Robert Oppenheimer
Institute for Advanced Study
Princeton, New Jersey

rh

March 7, 1955

Dear Sidney:

Many thanks for your note about the Oppenheimer film. I am glad it was acceptable.

As ever yours,

Mr. Sidney Bernstein
The Granada Theatres Limited
36 Golden Square
London, W.1
England

rh

SIN
Schuster, M. Lincoln

January 10, 1955

Dear Max Schuster:

Many thanks for yours of January 5th.

It pleasured me greatly to know that you enjoyed our conversation with Dr. Oppenheimer on SEE IT NOW.

As ever yours,

Mr. M. Lincoln Schuster
630 Fifth Avenue
New York 20, New York

rh

THE INNER SANCTUM
OF SIMON AND SCHUSTER
PUBLISHERS · 630 FIFTH AVENUE
ROCKEFELLER CENTER · NEW YORK 20

January 5, 1955

Dear Ed Murrow:

Your "See It Now" colloquy with J. Robert Oppenheimer is a landmark in the history of free inquiry -- and a high point in "the integrity of communication" -- with its own exquisitely beautiful "lacework of coherence."

I told Joe Barnes and Fred Friendly this morning, it should be preserved in book form.

With high regard and deep gratitude for the inspiration of your unswerving courage and dedication to "the heart of freedom," I am

Yours faithfully,

M Lincoln Schuster

Mr. Ed Murrow
Columbia Broadcasting System
485 Madison Avenue
New York City

MLS:CD

Thanks

CBS Program Operations

copy → Oppenheimer

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Office Communication

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WARMEST REGARDS

FRED FRIENDLY

sesitnow
202-182-33

COPY

WESTERN UNION INTL CABLES

ZL KOBENHAVN 34/30 20 1156

LT FRED FRIENDLY CBS NYK

GLAD TO CONCUR IN YOUR PERMISSION BUT WOULD INQUIRE ABOUT INTERVIEW I MADE WITH HOWARD SMITH IN JANUARY SUPPRESSED BY CBS ALL GREETINGS

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"NEHRU -- AN INTERVIEW WITH INDIA'S PRIME MINISTER"

February 15, 1955

NEHRU—AN INTERVIEW WITH INDIA'S PRIME MINISTER

FEBRUARY 15, 1955

EDWARD R. MURROW: Jawaharlal Nehru is the leader of 360 million Indians. He has been attending the meeting of the Prime Ministers of the Commonwealth held annually in London. This conversation took place at the residence of his sister, Madame Pandit, last Wednesday morning. Cameramen, Bill McClure, Leo Rossi.

Mr. Prime Minister, may I ask you a personal question?

JAWAHARLAL NEHRU: Yes.

MURROW: Why do you go about—both here and in India—with such a small bodyguard?

NEHRU: I have no bodyguard here—my own, I mean.

MURROW: Yes.

NEHRU: The British government supplies me with a person who is supposed to look after me, but otherwise I don't bring a bodyguard. It's a great nuisance, even in India, for me to carry about somebody with me. You see, Mr. Murrow, my life has been spent in crowds. I feel isolated if bodyguards come in the way between me and the people. [LAUGHTER.]

MURROW: Mr. Prime Minister, are you hopeful—well, that's not exactly the right word, because I know you are always hopeful—but do you have hopes of an eventual peaceful settlement on Formosa—or around Formosa?

NEHRU: I have certainly that hope. Indeed, Mr. Murrow, if a person didn't have hope he would be unable to function—properly, that is. One would become functionless. I certainly think it can be hammered out. I think it should be realized that the situation is a difficult one, but I would say it is not so difficult, after all, as the Indo-China situation was when the Geneva Conference met, and yet, through patience, through understanding, they arrived at a settlement. And therefore there's no reason why we shouldn't exercise that patience and understanding in order to get over this hurdle also. Because, after all, one has to understand that some kind of coexistence in the modern world is the only way to live on. The alternative is codestruction. Also,

if I might add, I feel sure that all the parties concerned do not want war, and that is the most hopeful thing.

MURROW: You spoke of Indo-China, where India certainly contributed to the solution; similarly in a war in Korea. Do you regard at least part of India's function in this area to be a meeting ground where some of these tensions can be resolved, or at least where conversations may be held? It's sometimes referred to as a third force. I—I don't mean it in that kind.

NEHRU: I know. I know. We don't function as a force because we are not a force. But—India is, fortunately, so situated that it can speak with some, well, understanding and in a friendly way to the various countries involved. It is because of that that it can help in the present context too. We may have conferences and the like to deal with it, but these informal approaches help in—in creating that understanding and removing misconceptions, more than formal conferences.

MURROW: You believe in secret diplomacy and restraint—is that it, sir?

NEHRU: Well, secret diplomacy has a bad flavor. But I must say the open diplomacy of the present day [LAUGHTER] has been something worse than the old secret diplomacy. What I mean is that private exchanges, private talks, do create a better atmosphere for public meetings afterward.

MURROW: In my country, your policy is occasionally referred to as being neutralist. How would you describe it, sir?

NEHRU: Well, I don't like the word "neutralist" and I do not think it applies to our policy. First of all, the word neutral is normally used in times of war—belligerents and neutrals—not in times of peace. Our policy is neither neutral in that sense nor passive. It is an active, positive policy, well—in favor of peace—holding on to certain objectives and ideals, and trying in a friendly way and in a small way to influence events. We don't imagine that we can make a terrible lot of difference—but sometimes, when things are in the balance, even a little tells.

MURROW: Is it possible that we are all being brutalized as a result of these exchanges of epithets and sloganistic terms?

NEHRU: I agree with you, Mr. Murrow. There is far too much shouting at each other, and generally speaking, I am not referring to individuals. The wars and what has happened subsequently—has rather suppressed the finer instincts of men and made them somewhat brutal, which is unfortunate. Because after all—we are supposed to develop in the course of thousands

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of years of civilization and culture the finer instincts, and not merely what might be called the military instincts. There is far too much strong language used, even by big statesmen, not to mention the press of course; which does not help. Now—any person, any country can put forward its own position as firmly as possible without necessarily running down the other party, which doesn't add—doesn't help at all. In this atomic age, one has to balance that atomic and nuclear age with patience, understanding, charity and compassion.

MURROW: Prime Minister, you were recently in China?

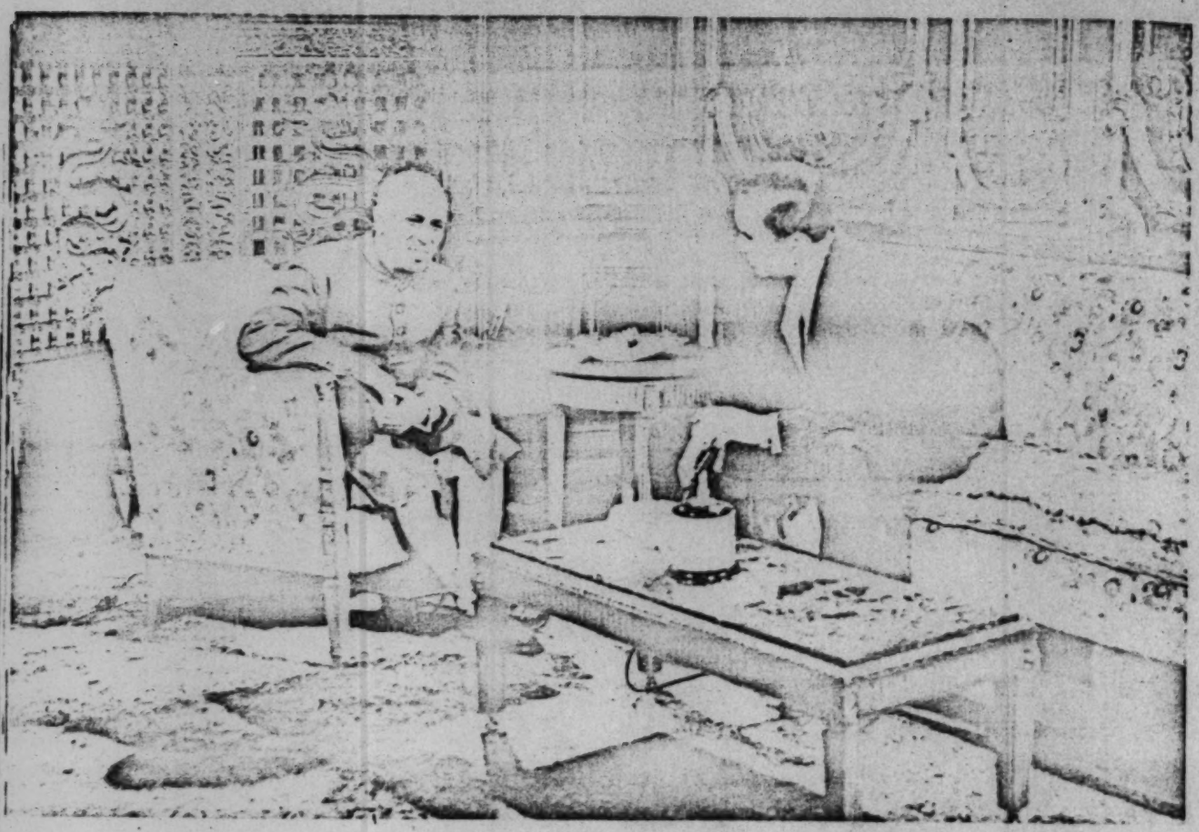
NEHRU: Yes.

MURROW: Do you regard Communist China as a threat to India?

NEHRU: No. Not at all. Quite practically, looking at the picture, I do not regard any country as a threat to India. But in so far as China is concerned, we have had not only long talks there, but we have come to certain agreements about common problems, and we have clearly stated there, in those agreements, the basis of our relationship. Nonaggression and, what is important, noninterference in each other's affairs—internal or other. That, I think, is the basis that might well apply to every country. Of course it might be said that, oh, it's all very well, but are you sure this will be acted upon? Well, that kind of thing can always be said, but the mere fact of coming to these agreements creates an atmosphere of goodwill, better relations, and an obstruction to somebody trying to break them. So, it's a great gain.

MURROW: What would you say, or would you care to say anything about the relationships between Moscow and Peiping, Mr. Prime Minister?

NEHRU: Well, obviously, the relationship between those two countries is a friendly relationship. Friendly in many ways, and Moscow has helped Peking in regard to technical personnel and other matters. But if your relation—if your question means any kind of subservience of Peking to Moscow, I think that is not so at all. One must remember the whole background of China, where the mere size is a very big size—past traditions, past history—and they are proud people, and in their revolution they succeeded very largely because of their own efforts—not of external help, even Soviet help. And all this has given them kind of a self-reliance. Their policy—internal policy, may be partly guided, no doubt it is, by Communist ideology; but you'll find that it is all translated in terms of Chinese life, not of any other



country. And because they are great realists, the Chinese, and their approach is pragmatic in regard to land, in regard to industry, and everything, and so, while no doubt they will continue as friends to the Soviets, they lead their—their independent life as a nation.

MURROW: But this relationship again, to use the current political shorthand of the day, is not that of a satellite in any sense?

NEHRU: Well, that is completely correct. You can't have a country like China the satellite to any country. If there was any conflict in China between Chinese nationalism and some external influence, I have no doubt that the nationalism would be the stronger force.

MURROW: Yes. This—it would not be fair to refer to this as "Titoism" but it would be in the same—clime?

NEHRU: Yes—it is not—No. You can't compare the two.

MURROW: Well, yesterday as you know, Malenkov resigned. I was wondering if you would make any comment on the political changes in Moscow?

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NEHRU: I'm afraid I am not in a position, really, to comment, and I don't know much about them except what has appeared in the press, and therefore I don't know what exactly they signify. But I am more interested, of course, in the foreign policy of the Soviet Union rather than its internal policy, and I would imagine that these changes are more concerned with internal policy than with foreign policy, and that the foreign policy will continue more or less as it has in the recent past.

MURROW: Why hasn't India accepted military aid from the Soviet Union or the United States?

NEHRU: First of all, the Soviet Union has never offered us military aid.

MURROW: Yes, but—

NEHRU: But there is no question of military aid from the Soviet Union.

MURROW: You have stated that. Yes.

NEHRU: I know. And even the United States have hinted at it, that if we so wished they would prepare to consider it—there has never been any question of the United States offering us military aid. Well, the real reason is that we really do not think—we try not to think in military terms. I want my country to be strong and I want—the strength of my country is going to be, apart from economic health and progress—the unity of my country, and self-reliance in my country. Now, I do not want anything to be done which reduces the feeling of self-reliance. And that, of course, is the big lesson that Mr. Gandhi taught us, and although Mr. Gandhi died several years ago, his influence in our thinking continues very much.

MURROW: Well, Mr. Prime Minister, having read some of your writings, do you ever regret that the burdens of state prevent you from writing these days?

NEHRU: Well, perhaps yes—sometimes. Well, of course you must realize, Mr. Murrow, that I'm not what might be called—ah—a writer by profession.

MURROW: Yes.

NEHRU: Whatever I have written has been, well, an expression of myself under certain circumstances. Not written, let us say, for—even with a very keen eye to publication. In the back of my mind I might have had that thought—and all my major works have been written in prison.

MURROW: Well then, as I understand it, you wouldn't recommend prison for aspiring writers?

NEHRU: Well, since you have asked me that question, I would recommend prison not only to aspiring writers but to aspiring politicians to [LAUGHTER] in the sense, not that prison is too good a thing—in the sense that it helps one to live quietly and—and think. And in the modern world I think one of the very unfortunate results of—well, if you like, industrial civilization, is that it gives little time to think. We live from act to act, and we rush from place to place. I think, so far as I am concerned, the years I have spent in prison have been the most formative and important in my life because of various things—well, the discipline, the sensations, but chiefly the opportunity to think clearly, to try to understand things. And I took my writing, too—more to clarify my own ideas than to address somebody else.

MURROW: Several years ago, Mr. Prime Minister, I had the opportunity to help bring Indian students to the States to study. Was that development successful, or, in the vernacular, did it pay off?

NEHRU: Now, obviously we require highly trained technicians in various subjects and we welcome their going to America or coming to England for this kind of training. That is, our whole outlook is changing from the literary type of study, which is encouraged in the past, to technical, and scientific, and the like, so in that sense they are good. But there is one—sometimes I have noticed—one drawback, if I may say so: that a person who goes to America, becomes a good technician, gets used to all kinds of mechanical ways of working; then he goes back to the Indian village, he feels frustrated. He says, "I haven't got those tools," you see.

MURROW: Yes.

NEHRU: He has to adapt himself to other conditions, and he tends to hanker after special equipment which he may not have.

MURROW: Well, you spoke of the need for self-sufficiency—that is, to rely upon yourself, but what sort of technical aid do you require from the West? Is it agriculture, hydroelectrics, mining —what is it?

NEHRU: Well, we really need it in ever so many departments. Of course, we need it so much that the only way to get it really is to train people in India. We may send a hundred, we may send five hundred, we may send a thousand people abroad, but we want to train a hundred thousand. We can't send a hundred thousand people abroad, so that what we need really is—as we are putting up institutes of training not only high-class technicians but the middle-grade ones.

Take the community schemes. Now we start at the lowest level —the village worker. We select him from the village—a bright young man or woman. At present we give him nine months' training, send him back to the village—above him a big group of ten villages. We have got a small group: a medical man, an educationalist, an engineer, an agricultural man, a veterinary man—five or six like this looking after that group of ten villages. Then the bigger group of a hundred villages has now a higher standard of people. Now, if you think in terms of five hundred thousand villages in India, imagine how many people require the village worker type. You require them by the hundred thousand. We have to train them ourselves, but some types of superior training we can't give at present, and therefore we have to send them—we like to send them and we do send them—abroad. What we require in India is equipment for our institutes. You see?

MURROW: Then you want to home-grow your own experts?

NEHRU: That's right. That's what I mean.

MURROW: Yes.

NEHRU: Of course, some people go abroad to be trained, but they have really to develop the habit of working in the environment they have got to work in future. If they get accustomed to another environment they won't easily fit in for a long time.

MURROW: This, of course, is a development that presumably would combat domestic Communism in India, wouldn't it?

NEHRU: Well, naturally, the more we lift standards of living, the more we make people realize that they are marching toward better objectives, the less they are discontented and frustrated.

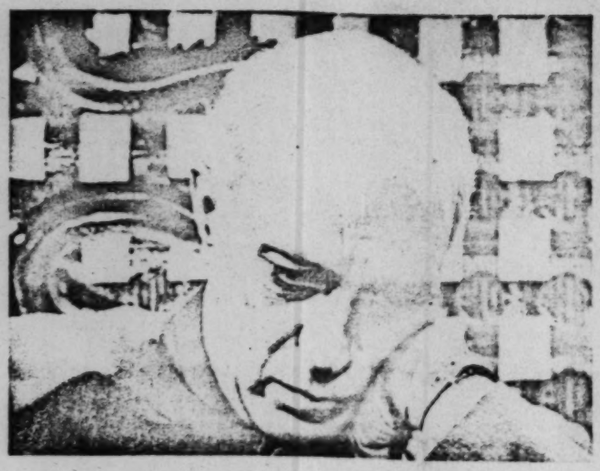
MURROW: Well, Mr. Prime Minister, I know there is no such thing as one Asia, but what about the relationship between Asia and the United States?

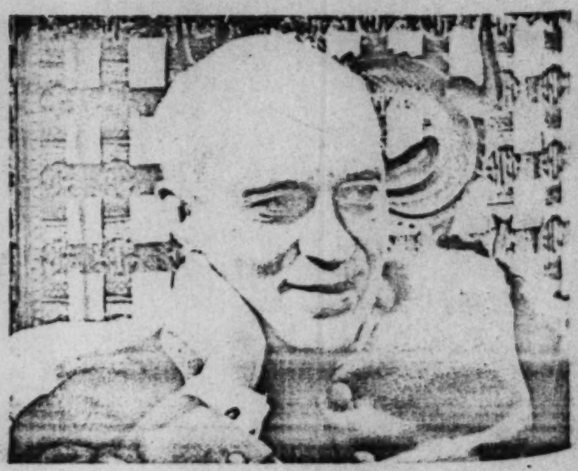
NEHRU: Well, Mr. Murrow, you just said quite rightly that Asia is not an entity except in a geographical sense. You may divide up Asia into various large areas: the Far East, Southeast Asia, South India, of course, is part of Southeast Asia and at the same time is a big enough entity in itself. Big enough not only in size but in historical tradition and all that. Then, Western Asia, the Arab world and all that. They have different backgrounds and yet historically they have been connected in various ways. Also, the last two hundred years or so, they have had the common experience of some form of colonial or semicolonial domination. Now, this common experience is a big link between them, because they have reacted in a common way—principally a nation-

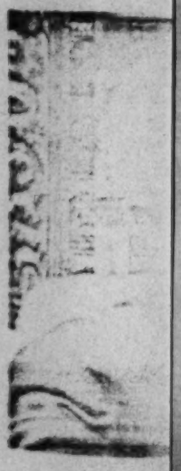
alist reaction; also a reaction in search of social progress, social justice in varying degrees.

And you will find in Asia, therefore, some common understanding of each other on that basis. I don't wish to put it too high because—because of the differences. Your question was about the United States and Asia. Well, the first thing to realize—and I say so with all respect—I have a feeling that it is not adequately realized in the United States or elsewhere in the world, is that something very big has happened and is happening in Asia. In a sense you might say Asia had become stagnant and static—not changing—unprogressive. Several hundred years ago—not now. That made it weak. And the Europeans came; they were dynamic, they were making progress industrially and many other ways. That set—that set in motion certain forces in Asia, slowly—nationalist forces, others. Well, they have come to fruition now, and so some kind of revolutionary turmoil has existed in Asia for some time past in the minds of men.

It has taken different shapes, different forms, dependent on circumstances. In China it has taken a big shape of the Chinese Revolution going in the Communist direction. In India we were guided largely by Gandhi, a very unique personality, and he turned us in another direction. But more and more, in the other countries, Indonesia, Burma, all the Western Asian countries, there has been this turmoil, trying to break through that crust which made it difficult for them to get out of it—social crust,







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economic crust, social habits. But the first thing that came in the way was political freedom—political lack of freedom. Now to realize this, and to realize that Asian problems have not only to be understood in their new revolutionary context but can only be solved in full cooperation with the Asians, is important. What I mean is this: In the past it became the habit for great European powers at first—America came into the picture later—to deal with Asia and the Asian countries as a kind of outer fringe of Europe and to be decided by the big people in Europe. Now, that kind of thing is not only very irritating to the Asian countries but too—but it just fails to solve the problem today, in the context of things today.

And mere military power is not enough when you are dealing with vast masses of human beings. Military power is of course important, but one has really to win the minds of those people and win them also not merely by, well, not certainly by threats and not merely by, well, doing good works even, if I may say so. Good works are good, but it's a psychological problem, the problem of friendly understanding and not merely showing that if they don't behave they will not get some benefit, or they might be injured. This kind of thing produces the opposite reaction.

MURROW: Thank you very much indeed, Prime Minister Nehru. Thank you, sir.

NEHRU: Well, I'm very glad—

MURROW: Thank you very much. Good-by.

SEE IT NOW

EDITED BY

EDWARD R. MURROW

AND

FRED W. FRIENDLY

1955

SIMON AND SCHUSTER

NEW YORK

SEE IT NOW

"SOME ENGLISHMEN LOOK AT

AMERICA"

March 22, 1955

SOME ENGLISHMEN LOOK AT AMERICA

MARCH 22, 1955

EDWARD R. MURROW: Good evening. This is "See It Now." Tonight: Bertrand Russell, Rebecca West, David Low, J. B. Priestley, and some Welsh coal miners, in an unofficial critique on the mistakes being made by both sides of what Mr. Churchill has called the Grand Alliance. This is an unscientific sampling of what a few Britons think of us and our policies. First, J. B. Priestley, who writes plays and books.

J. B. PRIESTLEY: Well, I feel there's a great deal of nonsense being talked about these relations. Anglo-American relations are really what the American people feel about the English people and what the English people feel about the American people. It's not a question of what Mr. Dulles is thinking about Mr. Eden, or Mr. Eden about Mr. Dulles. In other words, we can't begin changing the relations between these two great nations at every turn and twist of the political situation. I think that the more sensational press on both sides of the Atlantic might play the thing a bit fairer than they do. After all, there is a tendency to think that only a quarrel is news. I think we can't have too many exchanges, oh, of professors, students, authors, artists,

everybody of that kind—perhaps politicians least of all. But finally, let's not keep digging the thing up and having a look at it as children do when they plant something. Just let it grow.

MURROW: Aneurin Bevan gets much of his strength from the Welsh coal fields. The miners, like Mr. Bevan, are very critical of the United States. Howard Smith asks them why.

HOWARD SMITH: Pardon me. Can I ask you what you think about relations between the United States and Great Britain? What do you think is wrong with relations?

WILLIAM ANDREW TUDOR: My name is Tudor—William Andrew Tudor. I am one of the original Tudors. We gave a king to the throne of England, and we Welshman are very independent. We are very grateful to America for assistance during the war, because we believe that they saved us from being ruled and governed by Germany. But we don't think it right that we should have another war over Formosa. And we don't think that they should rule and govern us, though they fed us. We like to feel and know that we are a independent people and we've always fought for independence and we're always going to fight for independence. We don't think it right that we should go to war over Formosa and Chiang Kai-shek, because we've had enough of wars.

JAMES GRANT: If America went to war with the Chinese people, or against Russia, and this country was to decide to fight them, if my union or the Labor Party said that they would back up, I would follow my union; but if my union said that it was not

in favor of a war with China, I would definitely not be in favor, myself. Personally, I would not dig any more coal to fight China or Russia.

MURROW: This is the Ibstone, Buckinghamshire, farmhouse of one of the world's most distinguished reporters, Rebecca West. These are some of her books: The Thinking Reed, Black Lamb and Gray Falcon, The Meaning of Treason, The Train of Powder. She tells Howard Smith what she thinks is wrong with the Grand Alliance.

REBECCA WEST: There are a whole lot of forces which tend to produce ill feeling between Britain and the United States. Some of them could be smoothed over. Some are going to be very difficult to smooth over. First of all, there is, of course, a large amount of Communist agitation which goes on here, particularly among the Communist-dominated trade unions. They pump anti-American feeling into their members all the time. So does the Communist press, and of course, many anti-Communists spread it. They are simple folk and they believe it, and then, of course, there's a whole historical background to it. You are—you Americans—you're now powerful, very powerful, and you're being hated in just the same way the French were hated when they were powerful, and the same way the British were hated when they were very powerful. You won't like it but you've got to take it; it is a consequence of power. And then also, I'll tell you another thing: There are many Americans who speak so ill of their country when they go abroad, and they represent the

United States as really a barbarous place. I do wish more Americans would speak well of America—would tell, for example, what a lot you've done for your colored people. And I've seen that; in my lifetime, I have seen the most extraordinary improvement in the lot of colored people. It would be a good thing for Europe if you said more about them.

SMITH: Well, in the specific case of Formosa, why do you feel we are not at one? What's—what's hindering our unity on that policy?

MISS WEST: Well, it's awfully hard for us to understand. You know, the other day my doctor came in to see me and he said, "Oh, how dreadfully the Americans are behaving about Formosa. How would we like it if the Americans occupied the Isle of Wight?" Well, that struck me as quite amusing, because Formosa is what?—it's about 13,000 square miles, I think, and I think you have ten million people on it; whereas the Isle of Wight is, I think, perhaps thirty square miles and we have less than a hundred thousand people on it, and it's also quite near our coast line. It's just a boat throw from the coast line instead of a hundred miles away. And it was an absurd comparison. He didn't reflect on what you did with ten million people who didn't want not to be defended by the Americans. He didn't reflect that the—Formosa is necessary to the defense of the Philippines, nor how many people on the Philippines would prefer to be defended by the United States. My doctor would never dream of passing a quick and derogatory judgment on an individual. He wouldn't say of a man and a woman: he's behaving disgracefully in this and that issue—unless he got the facts. But as this was a political affair, an affair of international relations, he felt at liberty to be rash. I'm sure that's all wrong, and it's a fault that we've got to correct in ourselves. We've got to apply in our capacities—public, as political animals—we've got to apply the same standards that we do in our homes, in our personal relationships.

SMITH: Well, could you suggest something practical that we might do to prevent misunderstandings?

MISS WEST: I think we ought never to act out of hatred. We ought to—if we have to lift our hands, it ought to be in the—in self-preservation, and to preserve the people for whose lives we made ourselves responsible. We mustn't act out of hatred; and we must also bind ourselves to tell the truth; and we must also cultivate a good deal more horse sense than we've had. Not only must we not tell lies—we mustn't believe lies.

MURROW: Another British tradition is fish and chips. For one and thruppence, deep-fried whitefish and French potatoes wrapped in yesterday's newspaper.

SMITH: I beg your pardon. There's been a lot of friction between America and Britain lately. What do you think has been wrong?

MAN [EATING FISH AND CHIPS]: There's a little story I'd like to tell you, about when I was in Switzerland for my holiday this year. The—we met some Americans out there and they were very charming people. We had a drink with them and they happened to mention they were coming to England. We said, "Fine. Well, when you come, come along and see us." Gave them our phone number and our address. So they duly came, and we took them out one evening for a drink in our local pub, and showed them how we go on, and then invited them back to our flat for a cup of coffee. And this American lady went into the kitchen to help my wife to get this coffee, which I thought was very noble of her. As soon as she stepped into our little kitchen, she said, "Oh, honey, you got no icebox in here!" Well, I haven't got a television set either, so what the hell? Cheerio!

MURROW: From a fish-and-chips shop in East London we take you to Magdalen College, Oxford University, for a learned comment on the Yalta papers by Professor Alan J. P. Taylor.

SMITH: As a historian who presumably lives on documents, do you feel the State Department was wrong to publish the secret Yalta documents, Mr. Taylor?

PROFESSOR ALAN J. P. TAYLOR: Well, I think I'm probably out of —out of step with most people in this country, which is not unusual for me. I think it's a splendid thing, though not, I may say, a very important one. For us historians there are hardly any surprises in—in this publication. Nearly all of it has come out though in a rather scrappy way before, and looking very rapidly through this enormous bulk, I haven't found anything that added to my knowledge and understanding of what happened at Yalta. I believe that the whole business of secrecy is greatly overdone; that while statesmen need to negotiate in—in private while they're doing it, that to sit on things for fifty years, which is what our Foreign Office wants to do, is a very bad thing. But of course you must remember that the historian, in my opinion, if he is any good, ought to regard all officials and all secrecies as his enemy—that we are, after all, just like journalists on a larger scale. We are scavengers. We are looking out for everything we can get hold of, and in so far as the whole story of Yalta has now come out, it's probably a very good thing.

MURROW: Then we asked Professor Taylor if he thought the release of the Yalta documents would increase anti-American feeling in Britain.

PROFESSOR TAYLOR: I don't believe so. I think this is a thing built up by the newspapers. Journalists, after all, being practically illiterate, have certainly not read the documents that have come out already, and they treat a lot of them as if they were a great surprise. They're not. We really knew it already—that, when we look over the record of Stettinius and James Byrnes, and what, after all, Churchill has published, himself, and gotten many good dollars for.

SMITH: Well, what can we do to spread understanding?

PROFESSOR TAYLOR: I should think, change places—let the Americans come and live here a bit and we try living over there.

MURROW: As Professor Taylor said, he is an exception. Most Englishmen do not like the Yalta publication. Lady Violet Bonham Carter, a former M.P. and an old friend of Mr. Churchill, speaks for the majority of British opinion on the Yalta Papers.

LADY VIOLET BONHAM CARTER: I understand from your newspapers that President Eisenhower was not consulted about the release. The protest of our own government was made crystal clear. It was disregarded and it was overridden. I understand—please correct me if I am wrong—that the State Department was solely responsible for authorizing this release. They must surely have realized, not only the reactions in our own country here, but also the heart-burnings, the reopening of old wounds it must have caused in Europe.

SMITH: Well, what is your opinion about the State Department's decision to publish the documents concerning other international conferences since the war?

LADY VIOLET BONHAM CARTER: Well, may I be quite frank? I feel that it is common form even in private negotiations on a much lower level if a release, or if any kind of statement is issued, to do it only by consent of the—mutual consent of the parties concerned—an authorized release and an accurate and agreed record and statements. This release is unilateral. I think that in future the people may enter such international conferences with very,

very much impaired confidence. After all, foreign relations can surely not be conducted by scoop or leak. We cannot use these great international issues as a whetstone on which to grind a domestic party battle-ax.

MURROW: A newspaperman with considerable credentials is David Francis Astor, editor of The Observer, an independent London publication.

SMITH: Mr. Astor, as the editor of the newspapers that have been constructively critical, what would you say is wrong in our relations, especially in regard to the Far East?

DAVID FRANCIS ASTOR: Well, I don't think there is anything wrong in the fact that British and American policies in the Far East often disagree. When partners disagree it usually means that both of them are partly in the right, but neither entirely so. It's one of the values of partnership—that you should hear the opinions of someone else whose interests are basically the same as yours but whose standpoint is different. I often wonder what is the real basis of the difference of approach of America and Britain to these questions. I believe it lies in our different situations. America's the largest of the free countries and therefore she is bound to worry over defense problems. If she doesn't worry over that, nobody can do it for her, and the rest of us all expect that of her and wish it. It means that in her policy she is inclined to put the emphasis on what you could call the power factor, the military considerations. But Britain, on the other hand, is not a giant power. She is a middle-sized power. We make our way in the world by making friends and influencing people.

MURROW: An expert on what the British and the Americans are doing wrong is Cassandra, of the Daily Mirror. His real name is William Connor.

NEWSPAPER HEADLINE: "What the British Think of the Yanks."

WILLIAM CONNOR [CASSANDRA]: Well, I think the first thing we could do is to do more business together. I think business is the great bridge which joins conflicting ideologies. I think if shrewd Uncle Sam, thinking he gets a big bargain out of business, can meet even shrewder John Bull, and both sides are satisfied and look at it and retire—then they can start saying: "Well, we'll do the same deal again and we'll scalp each other." Now, I think that's a very good thing. I think that when friends, or even slightly strange friends, can do business together and both make a satisfactory profit out of each other, then I think it becomes a very strong friendship—commercial, sordid but practical.

MURROW: The creator of "Colonel Blimp" is David Low. He is also the creator of some of the best political satire done on either side of the ocean. Born in New Zealand, he draws for the Manchester Guardian.

DAVID LOW: Nowadays, too many Americans seem to think that negotiation of any kind is—is appeasement in the worse sense. But we don't have that view. Too many Americans seem to think that if they go within a mile of a Russian or a Chinese, they're —they're bound to have their pants stolen. These wonderfully clever Chinese and Russians—bunk! I don't believe it! All the responsible people I know, know perfectly well that in the last resort we'd be with the Americans. Yes. Sure, of course we

criticize you a lot, and naturally—for a very simple reason: We don't want to get our heads blown off. And what you Americans do in public affairs, in international affairs, might just very well decide whether we wear our heads on or off.

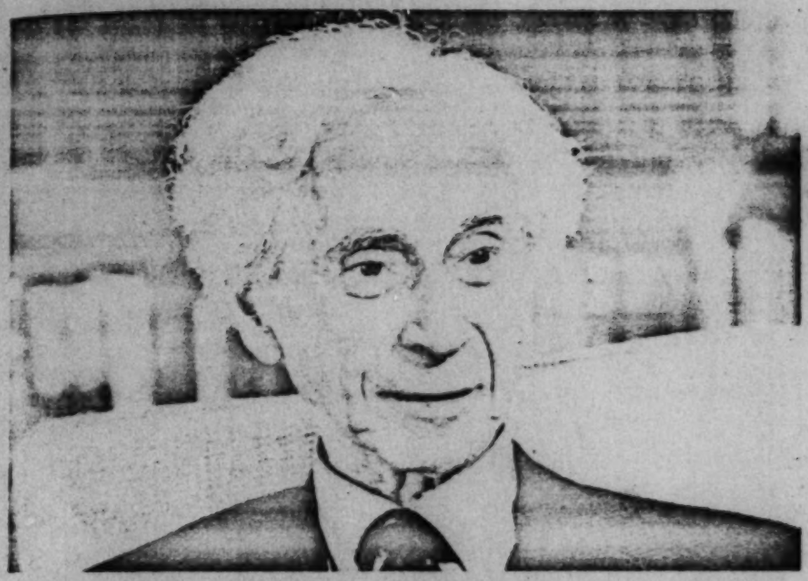
MURROW: Lord Bertrand Russell is a scientist, a philosopher, and an author. He won the Nobel prize for literature at the age of seventy-nine. He is now eighty-three. He lives at 41 Queens Road, Richmond, Surrey, and it was here that Howard Smith interviewed him.

SMITH: Well, Lord Russell, we've been talking a great deal about America's faults. Are there any British faults that make—that make relations difficult?

LORD RUSSELL: I think the British have very grave faults. I don't think they're political. I think they are more social. I am constantly really shocked by the impolite things that English people, in talk, will say about and to Americans—things that really make me blush, because they are so unjust. And I think they ought to learn the ordinary courtesies of life in dealing with Americans, which they don't seem to have at present, and I think that's been a very great source of trouble—very great.

SMITH: Well, Lord Russell, there seems to have been an unusual amount of friction between America and Great Britain just in the past year. What do you feel is wrong?

LORD RUSSELL: Well, the fundamental cause of the friction between England and America is a difference of view as to policy, espe-



cially, I think, in the East. The English have a more cautious approach to Eastern questions, we think, than you seem to have. We're more afraid of war and less persuaded of the justice of certain causes which appear just to America. I notice that Attlee said quite emphatically and without reservation that the Chinese Communist government ought to have Formosa. I think that is a view which is very general in England and hardly anybody holds it in America. It's a very great difference, and of course, there goes with that another difference which is: most English people who know anything about China consider that Chiang Kai-shek is a ruffian, a totalitarian, a bad man altogether, and not the sort of man that one wants to support. And also they think that Americans are quite mistaken in supposing that if Chiang Kai-shek, with the help of America, were to invade China, large parts of the Chinese population would come over to support him. Because they remember that Chiang Kai-shek was beaten because his troops deserted to the Communists. That was before the Communists had power to make them do so.

SMITH: Well, what about America's general attitude toward world affairs? Could you make any suggestion as to how we might develop our attitude?

LORD RUSSELL: Well, in Europe, I don't think I have much criticism of the American attitude. I think, as far as European affairs go, I am pretty much in agreement with it. It's—it's almost entirely as regards Asia that I don't agree. Not that I like the Communist regimes. I don't. I don't like them at all. But I don't think it's

the duty of the West to go crusading against any regime it doesn't happen to like. That's altogether too serious. I think, of course, in your internal, national affairs, the will of the country is supreme, and if the country wants something, that happens, and you get the habit of thinking the will of the country is supreme. Now, in international affairs, that is not so. You meet the will of other countries and there has to be give and take, and you haven't the habit of give and take in politics in the same way, I think, that you would have after long experience. You don't—you feel as though you are giving away a principle when you concede things to the other party; whereas it's in the very essence of negotiation.

SMITH: Can you suggest any practical steps we might take to improve relations and to strengthen the Western Alliance morally?

LORD RUSSELL: I think that one of the things I should most wish to see is that there should be no more of this purging of libraries and purging of professors, and no longer the attempt to impose upon the public, by authority and misinformation, a false view about a great many important world problems; and that it should no longer be thought that a man who brings forward some fact that the authorities would like to have kept dark is necessarily disloyal. I think that is one of the main sources of trouble. Undoubtedly, the harshness in America toward people who are thought to be Communist sympathizers is a thing which has shocked English opinion—and, I expect, continental opinion too. The kind of thing that has been associated with McCarthy—but it isn't by any means confined to him. I think what has defeated McCarthy is the fact that other people have taken up his policy, and so I don't see that, from a public point of view, there's very much gained.

SMITH: Yes.

LORD RUSSELL: I don't think it's very much better. Now, this habit of investigating anybody who works for government—so minutely—makes scientists shy off from government work, and is almost certain to be a very great impediment to atomic research in America, and actually to make the whole business of atomic weapons not nearly so effective as it would be if there was less.

SMITH: Do you draw any hope from such things as the Supreme Court decision against segregation in American schools?

LORD RUSSELL: Yes. I think that's a very good thing indeed. And

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I should like to say here, generally, that I find no criticism whatever of the federal judiciary in America, which I think is very good indeed. Its decisions seem to be sound and liberal and wise.

SMITH: Well, which do you think is the greater menace in the world today, Lord Russell: Communism, or the problems that arise due to the awakening of what are called the backward peoples in Asia and Africa?

LORD RUSSELL: Well, they are virtually the same problem because —the—certainly the awakening of Asia's a thing going like a prairie fire. The Communists have made themselves the protagonists of the—the people of Asia, and they will be the protagonists of the people in Africa as soon as there is much doing there, and that is a very grave danger. But at the same time, I think that we, the Western nations, are very much to blame for not having done the things which ought to have been done—such as land reform, for instance, which ought to have been done long ago, and which we've left for the Communists to do.

SMITH: Well, do you feel then that we have a good chance of leading the Western Alliance along constructive paths?

LORD RUSSELL: Well, nobody else has—that's quite certain. I mean—[LORD RUSSELL LAUGHS] it's got to be you or nobody.

SMITH: I think a great many Americans doubt the validity of a policy of peaceful coexistence with the Russians. Do you feel that it is possible?

LORD RUSSELL: I think there are only two possibilities: coexistence and coextinction. If you're not going to find a way of coexisting, the human race will cease to exist. That's in view of modern armaments. And I think we've got to coexist. I think the Russians have got to realize that, and we have got to realize it. I am perfectly aware that we shan't get the Russians to realize it unless we have very powerful armaments. We must have sufficiently powerful armaments to make the Russians think a war is not worth while. That, I think, is obvious. I am not at all inclined to urge disarmament at the present time—not at all. But I do think we have got to realize, ourselves, and we have got to get the Russians to realize, that if there is a war, neither side will get *any single thing that it wants*. Nothing. The Russians won't get world empire. We shan't get security. What you would get is masses of corpses and an extinction of the human race. And that's not what anybody wants—so that we've got to learn to coexist somehow.

SEE IT NOW

EDITED BY

EDWARD R. MURROW

AND

FRED W. FRIENDLY

1955

SIMON AND SCHUSTER

NEW YORK

"SEE IT NOW"

SWISS WATCH TARIFF

March 29, 1955

5 IN
DePoris, Gene

February 28, 1955

Dear Alan;

Before we go any further, allow me to introduce myself. I'm Gene DePoris, a PR in the domestic division of HRH IF NW, and currently exploring the American end of the Swiss watch tariff story. In this regard I have come across an amusing series of correspondence sent by a Swiss representative of the Hamilton Watch Company to his boss here in America. Fred suggested that I bring you up to date on my visit to Hamilton, so enclosed are copies of the letters which I am sure will amuse you and Bill Mathews. Since I promised the head of the Hamilton Company not to let these get around, please don't let the Swiss find out about it, as it would violate a confidence between Hamilton and their Swiss contact.

In one of the reels I saw yesterday, you have a Swiss labor leader who says that last year five thousand were made unemployed and four thousand sought work in other industries, presumably as a result of change in the tariff law. However, in Washington, our Department of Commerce people say that only 456 were unemployed in the Swiss watch industry in June of last year and that in September, two months after the tariff change, unemployment dropped to 397. They also added that of the 63,000 watchmakers employed in Switzerland, 4,000 are foreign workers.

For some reason, the September figures were the most recent the Commerce Department had. In view of the great disparity between the figures we have here and those given by the Swiss labor leader, Fred wonders whether you could get the latest official figures from either the U.S. Embassy or the Swiss themselves.

Thank you for your trouble and best regards,

Rowe, Donald D

May 5, 1955

Dear Brother Rowe:

Many thanks for your kind words about our SEE IT NOW program on the watch tariff question.

It is indeed gratifying to know that our efforts were so well received, and we appreciate your taking the time to write to us about it.

Sincerely yours,

Mr. Donald D. Rowe
Rowe-Doherty Associates
51 East 42nd Street
New York 17, New York

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ROWE-DOHERTY ASSOCIATES
PUBLIC RELATIONS
NEW YORK — WASHINGTON, D. C.

51 EAST 42ND STREET, NEW YORK 17, N. Y. — MURRAY HILL 2-0895

March 30, 1955

Mr. Edward R. Murrow
"SEE IT NOW"
Columbia Broadcasting System
485 Madison Avenue
New York 22, New York

Dear Brother Murrow:

Although I've adhered to a policy of not presuming on fraternity ties in my work (I'm Kappa Sigma - Rutgers '35), I don't think such a policy need inhibit me from congratulating a Brother for an extremely well-done job.

I refer, of course, to your "See It Now" on the watch tariffs. As the firm representing the American Watch Manufacturers Association we naturally are very much on one side of this question, and were all eyes and ears between 10:30 and 11 last night.

I think congratulations are very much in order not only for the excellence of the presentation but for the comprehensive job that was done in exploring both sides of the question. In this, you are virtually a pioneer.

Fraternally,

Don Rowe

Donald D. Rowe

DDR:gw

Sing
Shennan, J.G.

May 5, 1955

Dear Mr. Shennan:

Many thanks for your kind words about our SEE IT NOW program on the watch tariff question.

It is indeed gratifying to know that our efforts were so well received, and we appreciate your taking the time to tell us about it.

Sincerely yours,

Mr. J.G. Shennan, President
Elgin National Watch Company
Elgin, Illinois

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EDWARD R MURROW

COLUMBIA BROADCASTING SYSTEM

WE APPRECIATE THE FAIR AND IMPARTIAL PRESENTATION YOU AND MR FRIENDLY MADE OF THE HIGHLY CONTROVERSIAL WATCH TARIFF QUESTION ON " SEE IT NOW" LAST EVENING

J G SHENNAN PRESIDENT ELGIN NATIONAL WATCH CO

444P..

S/N
Sinkler, Arthur B

May 5, 1955

Dear Mr. Sinkler:

Many thanks for your kind words about our SEE IT NOW program on the watch tariff question.

We appreciate your frank reactions to the program and are glad that you took the time to write us about it.

Sincerely yours,

Mr. Arthur B. Sinkler, President
Hamilton Watch Company
Lancaster, Pennsylvania

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Hamilton Watch Company

Lancaster, Pennsylvania

Arthur B. Sinkler
PRESIDENT

Dear Mr. Murrow:

Needless to say I viewed your program of Tuesday, March 29, with considerable interest. It is very difficult for me to be objective on the subject of the competition between Swiss and American watches, but I recognize in your program a real effort to present the subject objectively to the American public. I deeply appreciate the fine effort on your part and the excellent work done by your crew here in Lancaster.

I can't help but comment on the last remark made by you on the program that to whatever extent we decrease trade with foreign countries we increase their trade with the Communists. This might be true with respect to other countries but is certainly not true in the case of Switzerland. The evidence seems fairly clear that Switzerland is already trading with the Communists or anyone else to whatever extent they can make money for Switzerland in doing so and history shows that they have always dealt with both sides in any war.

Very truly yours,

Arthur B. Sinkler
President

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York City, N.Y.

March 31, 1955

SEE IT NOW

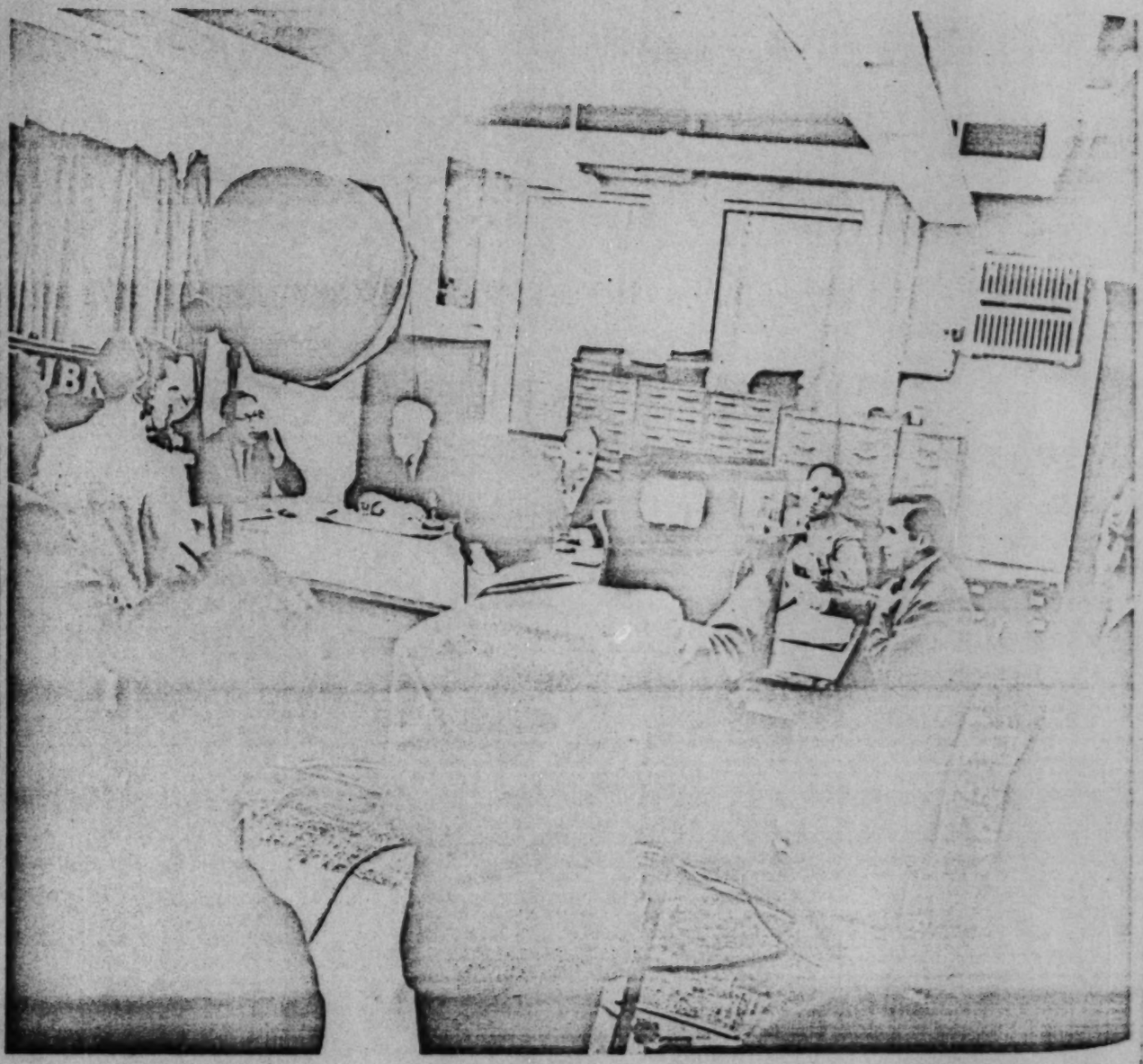
"VICTORY OVER POLIO"

with

DRS. SALK, FRANCIS, GREGG

April 12, 1955

The report from Ann Arbor was done "live" in its entirety, and there is therefore no 35-millimeter film recording of the event. Life photographer Albert Fenn covered the broadcast, and the accompanying pictures were taken by him.



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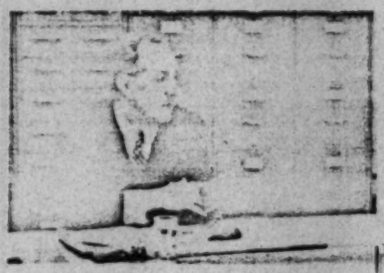
DRS. SALK, FRANCIS, GREGG REPORT ON A VICTORY OVER POLIO

APRIL 12, 1955

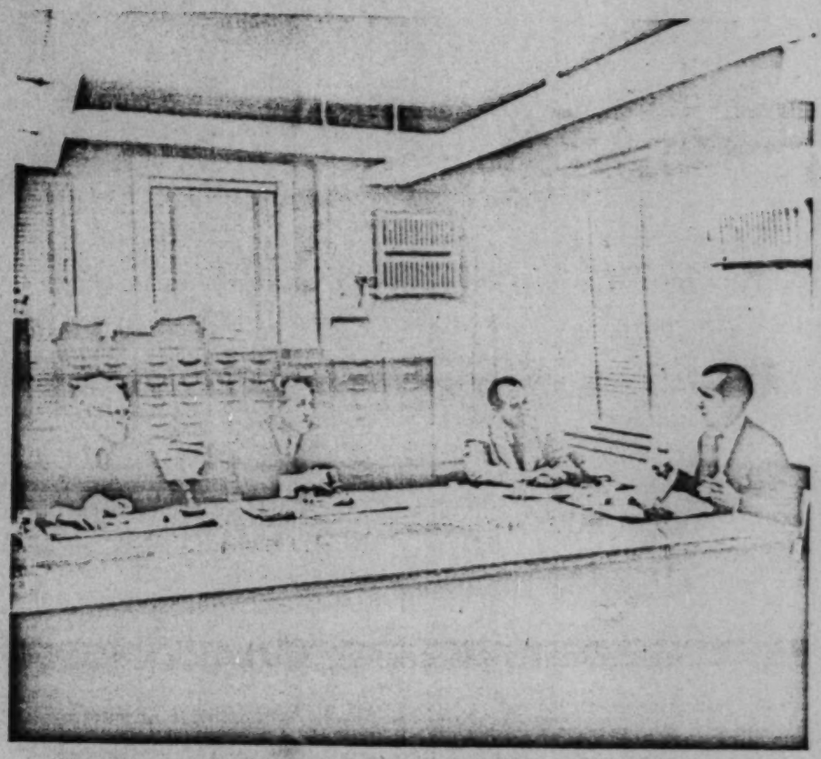
EDWARD R. MURROW: Good evening. This is "See It Now," April 12, 1955. The entire program originates live from the Polio Vaccine Evaluation Center, the director's office at the University of Michigan. Today a great profession made a giant step forward and the news that came out of this room lifted a sense of fear from the homes of millions of Americans. In this room is the man who made the vaccine, Jonas E. Salk; Dr. Thomas Francis, the man who made the nation-wide test; Dr. Alan Gregg of the Rockefeller Foundation, a medical statesman who spoke for history today. These three scientists will be reporting on today's event. On this table the products of a year of testing and measuring were evaluated. Upstairs in this small building were the records of some one million eight hundred thousand American youngsters. Some had vaccine. Some didn't. No one knew who had it and who didn't except Dr. Francis and his colleagues. He made his report in a 130-page document which will be a model for future tests. Dr. Francis, tell me, is it true that you wanted just to write this report and make three copies and mail it in, and have nothing to do with all this business of radio and television?

DR. FRANCIS: That was really my first suggestion because I thought it would save a great deal of difficulty and confusion.

MURROW: I wonder if you could highlight the report for us briefly?



DR. FRANCIS: Well, the major problems were those of the identification and registration of the people who were involved in the study; and then the subsequent problem of determining who got sick, who developed poliomyelitis, and of following them; having proper investigation of the case so that we had records that we could depend upon and were complete, and from which we could draw valid conclusions. The basic data showed, I think, quite distinctly, that the vaccine had a protective effect of no insignificant level, and that if one were to measure it against the most clear-cut cases of the disease that there was something in the level of eighty per cent effectiveness against paralytic polio-



myelitis; that the effectiveness was less distinct against Type One of poliomyelitis virus infections, but against Types Two and Three of poliomyelitis virus, infection or disease was quite pronounced.

MURROW: Dr. Francis, what about the harmful effects? Were any children made ill as the result of the inoculation?

DR. FRANCIS: We carried out some studies under controlled conditions again, of that effect and so far as we can determine there was nothing that seemed to be related to the vaccine which had any significant harmful effects. In fact, the frequency of what were called reactions was just about the same in the vaccinated, or those that got controlled inoculations, or even among those who were uninoculated; so that there was nothing in that series of studies that suggested that the vaccine created any harmful effect. And when one came to the cases of disease, there were quite pronounced diseases; it seems that they were incidental or coincidental, rather than related to the vaccine itself.

MURROW: Well, sir, we have heard the word "placebo" several times today. Could you tell us what it is and why was it necessary to use it?

DR. FRANCIS: Well, the accuracy of a study depends upon the unbiased character of it, and if one has to depend upon observa-

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tions which are related to memory or to opinions, then one has a great deal of difficulty. And in a study where everyone who is vaccinated is known, then there is the opportunity for the introduction of a virus, even though it's unintentional. But if a group of children are inoculated with a material which seems to be the same as the vaccine, and no one knows who got what, then the reports and investigations are carried out in completely unbiased, objective fashion, and this results in much more solid and more convincing data. The term placebo—Dr. Gregg reminded me this morning—comes from the Latin—the future, *placio*. It means "I shall please," or "I shall placate" and it really is the medical term used for something which is given as a substitute—or as a pacifier, let's say, rather than a real therapeutic agent.

MURROW: Sort of like a blank cartridge?

DR. FRANCIS: Yes, it is a blindfold test.

MURROW: Your figures go from sixty to ninety per cent in effectiveness, depending upon the type of polio. What about going to ninety-five or a hundred per cent? What are the prospects?

DR. FRANCIS: I think we must say we are limited in this study by the fact that these were done under certain conditions with certain preparations of vaccine, and that these results apply only to this particular study. Dr. Salk indicated today that with the preparations of vaccine that are being made at the present time, that they are far superior in their capacity to produce antibodies; and if the antibody level is the indication of the degree of immunity, then one should anticipate that it would be improved. But when you talk about ninety-five to a hundred per cent, there is no vaccine that really gets beyond that point in the—or even reaches that point, except under very ideal conditions, because one has to be concerned and one is confronted with the conditions under which it is used, and the time, and all the other factors which might make a difference, so that a study of this sort and the results of this study are related to this study itself. The future depends upon the future.

MURROW: Dr. Salk, you ought to be at home in this building. I think two of your children were born here, weren't they?

DR. SALK: I paced the floor right upstairs a few years ago.

MURROW: What do you think of the chances of total immunity?

DR. SALK: As you were talking to Dr. Francis about this, it reminded me of our conversation of several weeks ago when we discussed the question of "Is this the year of victory?"—and I believe I said then, I preferred to regard whatever the findings were as

indicating a trend. Well, I think what Dr. Francis has provided today is a very substantial indication of trend, and the mere fact that there were differences in the degree of immunity with respect to Types One, Two, and Three, is part of the indication of the trend. Now, as you were speaking together I felt a bit excited with respect to the challenge. Dr. Francis said that no vaccine is better than ninety-five to one hundred per cent effective. Well, this may be so, and I think that this is one of the things that would be very interesting to try to do something about. There is built into the results of these studies the indications of the trend, plus the additional studies that we have done this past year, an understanding of the dynamics of the immune process. That is to say, how does this immunity come about?

MURROW: Yes. How long will it last, this immunity, now?

DR. SALK: Well, this is part of the answer to this question. The question of degree of effectiveness and the degree of immunity, or persistence of immunity, are linked together. We have indications that it should be possible to produce long-term immunity. Now if you come back and say, does this mean lifelong immunity?—I would like to say we will discuss that at some time in the future.

MURROW: Yes. Dr. Gregg, in your lifetime you have seen a lot of diseases whipped, beaten, brought under control. What would you say about the possibilities, the probabilities, or the certainties, in connection with this vaccine?

DR. GREGG: Possibilities, probabilities, and certainties—Well, I should think that the main possibility—and I speak this guardedly because I think it is extremely important not to take any part in any disillusionment later—but I think the main possibility is that, thanks to the vaccine, we shall have a protection comparable to and perhaps better than the protection we have in the case of two other virus diseases, namely, smallpox and yellow fever. Now that's a way of stating something that is already reasonably familiar, but I think perhaps the best way of describing the situation would be by the comparison to the question of having a town free from any large conflagration. A house on fire is a disaster to the owner but it is a danger to the neighbors, and with communicable diseases it is somewhat the same thing. A person who is protected so that he does not have a communicable disease is also a protection to his neighbors, because he no longer is or does not become a source of infection. Now, you can never say that every house in a town has to be

fireproofed in order to have no fires there, but you can say that if fireproofing is widely adopted, either by reason of law or by reason of private intelligence, the chance of a big conflagration is very small. Now, the analogy is fairly good. We could get up to a certain point of the population protected, and the chances of what one would call an epidemic, or conflagration—it is much the same thing—are greatly reduced; so much reduced that there are occasions when the contact simply doesn't take place, and there is a whole community freed from what otherwise might be a serious epidemic.

Now, the two other possibilities: One is that this technique of mass experiment with controls that are simultaneous, secret, impartial, and scientific, will be adopted for the study of and the control of other diseases; and I would like to think that sometime we will be able to control what appeals to me as the urchin among the diseases—namely, the common cold, in a somewhat similar set of studies.

A third possibility is that the success of this entire enterprise, which was due to a reasonable number of well-trained doctors and medical scientists, will throw attention back where certainly attention is needed, and that is in the quality of our medical education. Medical education in this country at the present time is languishing. Personally I think the medical-school deans ought to put the medical schools on the "dangerous list," which is hospital slang, as a warning from those who are concerned—rather, a warning from those who are responsible to those who are deeply concerned. The American public is deeply concerned, and I would want to serve a warning to them that they must support medical education better than it now is.

Now, probabilities—and very briefly: There is an important probability that improvement will be made in this vaccine. Possibly other vaccines will be found. This was a semi-prediction that I made as of last week. It is already vindicated very considerably by what Dr. Salk has told me, namely, that since the 1954 trials and this mass experiment, the vaccine has already been improved, and improved substantially. It may continue to be improved—and especially the methods of administration. And I think, among the certainties, the biggest certainty is that we face now as a nation—and the laymen face it as well as the doctors—a desperate test. And the test is, are we good enough to receive this boon?—in the sense: Will we refrain from bootlegging, cheating, quarreling, in order to get a little snack of

the vaccine for ourselves or our own? That's a very serious certainty—that there may be trouble in that quarter.

MURROW: I think we might come back to the matter of bootlegging in a few minutes. Dr. Salk, you have been talking with medical experts all day. Would you mind a few simple laymen's questions?

SALK: With great relief.

MURROW: What about the supply: how many children will be inoculated before the polio season arrives?

DR. SALK: Well, I can't be sure of that, Mr. Murrow, but I can report one thing that we did discuss today. I have recommended, on the basis of our new findings, that two rather than three doses of vaccine be administered. This is not cheating. On the contrary, this will make the supply go further, but the real objective is to make immunity last longer. On the present basis, from the figures that I have read in the newspapers, whatever was estimated—I believe somewhere in the vicinity of twenty million—the possibility now is that thirty million could be inoculated. But that is only a small part of the total requirement, and one is tempted to wonder, and to think about the possibility of giving everyone some hamburger, instead of sirloin steak to a few, and this is a problem with which we are seriously concerned. How can we make that which is available go farthest, in order to prevent the kind of conflagration that Dr. Gregg refers to. We must look on this not only as an individual disease but as a community disease. This has occupied our very serious attention.

MURROW: Have you reached the point yet of considering booster shots and how often they may be necessary?

DR. SALK: Yes, I think we have a formula now that seems rather clear and well substantiated experimentally: that two doses of vaccine given at an interval of two to four weeks—that is to say, one now, and the second one two to four weeks from now, with the booster dose to be given before the next polio season but not earlier than seven months from now. It takes that long for the maturation of the hyperreactive mechanism to make the booster a booster.

MURROW: What about the priorities? Who should determine who gets what in this limited-supply situation?

DR. SALK: Well, I think it is unfair, really, to let everyone decide for himself who gets what. It would be as if everyone on your show decided what he wanted to do if and when he wanted to

do it. It seems to me there ought to be some central intelligence that could indicate, at least suggest, what should be done—if not specify. The way in which one would approach this problem from an intelligent viewpoint, to solve the problem, would be to begin at the peak of the epidemic curve or the age incidence. For example, we know that the disease is of low frequency in the youngest ages, then it reaches a peak, and then it begins to descend. If one would see that vaccine was administered to the children who are the greatest risks, as more becomes available, to descend both limbs of the curve, I think we would then use the available supply to its greatest advantage until the supply and the demand can meet each other.

MURROW: What is the cost likely to be on what might be called the open market?

DR. FRANCIS: Again I must refer to what I read in the newspapers and what I hear on the radio. The information that I have is indirect in that way. I have learned two dollars is what the cost of one cc. of vaccine is expected to be. It is likely to be less.

MURROW: What about the youngsters who may be allergic to such things as penicillin? Is there any danger there in inoculating them?

DR. FRANCIS: We have discussed this earlier today, and the indications are there are no contraindications to the use of the vaccine —and I want to make that general statement for those who have written to me and who are concerned as to whether or not a child with a kidney infection or some other consideration should not be inoculated. We have not been able to ascertain the existence of any contraindications. The child with allergies takes the vaccine just as well as the one without, and children who are allergic to penicillin. We have failed to substantiate any reaction in penicillin-sensitive individuals.

MURROW: Dr. Francis, in passing, a question about that placebo: Have the children who have received it, have the parents been notified, and will they subsequently get the vaccine?

DR. FRANCIS: All those records have been sent out to health departments of each area and should be in their hands at the present time. We started to mail them out last Friday with a decoding, so that each child that had placebo or vaccine in those areas could be specifically identified. May I say something at the present time? You are talking about the effectiveness. This may be a little off your schedule.

MURROW: Nothing is off our schedule.

DR. FRANCIS: I think there is quite a difference between this and the problem of smallpox. In other words, smallpox is a disease that is of a nature that if a susceptible person is exposed, the chances are very very high he will get the disease. In other words, the contagion, let's say, is very high: what we call the disease index is very high. In poliomyelitis, if you take a year such as 1952, which was the highest year on record, it was only about forty-two cases of paralytic poliomyelitis per 100,000 and seventeen per cent of those occurred in this age period. Well, it means in the end that you practically have to vaccinate some 20,000 children to prevent a case of poliomyelitis. Therefore, it is much more difficult to measure one hundred per cent effectiveness than it would be in a case of smallpox. Furthermore, under those conditions, the probability that a child would get paralytic poliomyelitis is much less than it would be if he had been exposed to an active case of smallpox and were unvaccinated, so I think the parallels are not entirely as easy as they seem.

MURROW: Is there in prospect, any method, of discovering whether a child is already immune to polio so he or she need not be vaccinated?

DR. SALK: We carried on some studies of that kind in Pittsburgh and we have recently done a study in 15,000 children, utilizing a drop of blood from the finger. We worked out what you might call a micro test. The intention was to develop something similar to the test that's used for susceptibility to diphtheria, the Schick test. We have not been able to utilize the skin test as yet. We find that such a test is really not useful or necessary. By such a survey not more than ten per cent of the children would be excluded from vaccination.

MURROW: I see.

DR. SALK: So it makes such a test unnecessary. We are using this test, however, for follow-up purposes and to simplify our research problem. But from the practical viewpoint it would be easier to vaccinate. In keeping with this, Mr. Murrow, let me point out that because of the fact that three doses of vaccine were given so close together last year, we do not consider that the children who had three doses have received a booster inoculation. We are therefore proposing, which is contrary to what has been announced to the press up to the present, that all children who were vaccinated last year will receive a dose this year which can truly be considered a booster dose.

MURROW: Dr. Salk, I remember when we were in your laboratory several months ago. You had samples there of all the vaccines

sent out by the pharmaceutical houses and you checked them for potency, etc.

DR. SALK: Yes.

MURROW: Who is going to do that now. Who's going to be sure that it meets the proper requirements?

DR. SALK: The manufacturers test potency. The National Institutes of Health, I believe, do spot checks occasionally. We ourselves have tested a large proportion of the batches of vaccine that are going to be used in the nine million children that the Foundation is going to inoculate. We will follow this through and be sure that the standards are going to be set and are going to be maintained, but the National Institutes of Health have the responsibility, ultimately, for assuring potency.

MURROW: Who owns the patent on this vaccine?

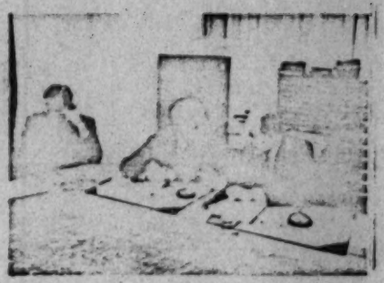
DR. SALK: Well, the people, I would say. There is no patent. Could you patent the sun?

MURROW: Well, I would like to put this question to all three of you gentlemen. It seems to me that we are a "have" nation, and we are not accustomed to be rationed; and I go back now to something that Dr. Gregg said earlier about the possibilities of a mad scramble, a black market. What is to be done about it? Dr. Gregg?

DR. GREGG: I should be rather inclined to think, from experience, including perhaps the difficulties we had with alcohol, that unless the people understand the issues pretty clearly there will not be support enough to make any pure legal procedures effective, but there is a difference there too. Namely, here is something in which safety is involved, children are involved. And the drive—to be very sure that your child or grandchild is protected, is a very powerful drive. I would, myself, prefer to see this under some paragovernmental or semigovernmental control, with the withdrawal of licenses—the teeth that it puts in any such board or group.

MURROW: Dr. Francis?

DR. FRANCIS: You recall when penicillin was first available, that it had to be put under very strict control, and there was a body organized through the National Research Council who really decided its distribution. Well, I think the amount of vaccine that may be available this year is much larger than was available—than was true of penicillin. But it seems to me that the major thing is the same type of discipline from the American public that they have displayed in this study, and that I would hope and expect that they would be reasonable in their understanding



that this was a limited product at the present time and that everybody couldn't get it—and they would, as Dr. Gregg said, avoid the bootlegging and the personal demands, which would make it available to the more susceptible children.

MURROW: Dr. Salk?

DR. SALK: Well, Dr. Francis and Dr. Gregg have both expressed points of view that are some distance apart, and I somehow would feel a little more certain if I knew that the distribution curve of the disease, agewise, was being followed as far as distribution of vaccine is concerned.

MURROW: Well, gentlemen, you all stand on something of a summit of achievement here. Where do you think preventive medicine should go next: mental disease, cancer, heart?

DR. FRANCIS: I have always had a great inclination in the field of mental disease, because I think it is one of the areas in which we need to understand who are the susceptibles—just as talk of who are the susceptibles in poliomyelitis is needed, and what are the factors that can help control it. I do not believe that mental disease is basically separated from the normal biochemistry or physiology of the body, and it can't be handled in a vacuum. It seems to me there is a great area there in which continued investigation can be carried out to great advantage. This is not precluding the fact that there are still plenty of other diseases that need a good deal of attention.

MURROW: Dr. Salk, where do you think we should go?

DR. SALK: Well, I think that where we can go is to apply the methodology that has been utilized in these investigations to any other problem that needs solving. I would agree with Dr. Francis: that the area of mental disease is one of the largest by far, and particularly desperately in need of quantitative measures that tell us precisely what we are dealing with, so that one can measure the dynamics of the process as we have tried to measure the dynamics or determine the dynamics of the infectious diseases. Rather than continue to remain in purely a descriptive qualitative area, it would be splendid to apply quantitative terms. We have many analogies between immune phenomona and phenomena that are associated with mental disturbances. Perhaps one can bridge the gap between the two.

MURROW: Dr. Gregg?

DR. GREGG: I agree with Dr. Francis, it is probably the mental and emotional diseases that need the attention the most. But I would feel that one should be very candid in admitting—and in fore-

seeing—the fact that that may be the area which is one of the hardest ones in which to make progress, because what is technically or sometimes known as "the leads" are not so numerous. But determination to do that will make the difference.

MURROW: Well, thank you very much indeed, gentlemen, for sitting here on the anniversary of Franklin D. Roosevelt's death and discussing with us the achievements that have been made in the whole area of polio. I think it would be appropriate to use a phrase that Carl Sandburg likes very much and say that "we are very much beholden to you." Thank you very much. Good night, and good luck.

SEE IT NOW

EDITED BY

EDWARD R. MURROW

AND

FRED W. FRIENDLY

1955

SIMON AND SCHUSTER

NEW YORK

SEE IT NOW

"TEXAS LAND SCANDAL -

'THE POWER OF THE PRESS'"

May 3, 1955

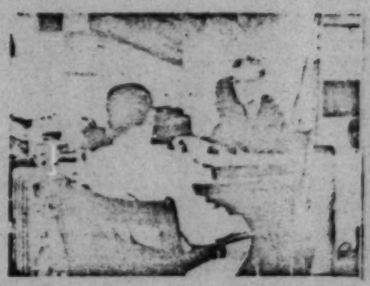
TEXAS LAND SCANDAL—
"THE POWER OF THE PRESS"

MAY 3, 1955

EDWARD R. MURROW: That's a printing press—a small one in Cuero, Texas—prints 3,800 papers every afternoon. That's its editor, Ken Towery, veteran of Corregidor and three Japanese prison camps—disabled. Never worked full time as a newsman until last year; last November, started running a series of controversial articles on some Texas land scandals. His friends told him to stay away from it, that he would end up with "rich enemies and poor friends." He stayed with it. This is a report on what happened to Editor Towery and The Cuero Record since then.

MURROW: This is a report on a little newspaper and a big scandal. The people of Texas voted one hundred million dollars to be used as loans for Texas veterans who wanted to buy a piece of Texas soil. They were required to pay five per cent of the purchase price. The state now charges that certain corporations and individuals employed fraud, deceit, and misrepresentation, in order to get veterans to sign up for the land. That land was then reassessed in order to increase its book value, and certain other manipulations occurred so that the promoters made huge profits. On the other hand, many of the transactions were legal and legitimate. We sent reporter Ed Scott and cameraman Leo Rossi down to Texas to try to find out whether the generosity of Texas voters had been abused, and whether or not the veterans of that great state—some of them, at least—had been victimized.

ED SCOTT: Ed, this is Cuero, Texas—population, eight thousand. It is also the county seat for De Witt County, where there have been 180 indictments. Where this veterans land scandal will end, no man can say, but the story broke here. It all started in the tiny office of The Cuero Record, when its managing editor began hearing stories—then he began writing them. In a few minutes we will be taking you to some of the pretrial hearings. But first, meet Editor Ken Towery.



KEN TOWERY: I guess a newspaperman's supposed to have a lot of different ears for different people, but I'd heard a few rumors of

a little something that might possibly be irregularities, we might say. But at the time, I had no idea that it was anything on the scale that it was, and while I was checking, actually some one of the first places I went to check on it was right here in our own pressroom. We had some boys here that I thought I would put out the feelers with, and I had heard it was mostly with the Negro veterans, and I contacted the Negro veterans here that work in the plant, and—and asked them to kind of look out for me and keep me posted on it. And a few weeks later, well, I found out that actually our county attorney had been checking on it for quite a while, and so whenever he had called—he had called in some state authorities by then, and we kind of teamed forces, you might say. In other words, I went over and talked to him, and they asked me how much I knew, and I told them, and they said, well, it was much larger than I had suspected; because at the time I thought it was possibly a local situation wherein some of the boys had been maybe rooked out of their rights to purchase land, or just paid off, say, fifty dollars for their signature on a piece of paper. But I had no idea then that it went as high as it did.

MURROW: This is Wiley Cheatham, the county attorney, who worked with Editor Towery and began the official investigations.

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WILEY CHEATHAM: The veteran says that they come to him and, for example, want to borrow his discharge for a couple of weeks and offer him fifty dollars if they can use his discharge. And of course, most of these veterans are colored boys or Latin-American boys that don't have any money, and never had any money, and when somebody offers them fifty dollars, or three hundred dollars, for the use of his discharge and tells him everything's going to be all right—and they are prominent people that do it—and—and they have every reason to believe what they are being told, why, they—I don't think they felt that they were doing anything wrong at all. As far as the promoters, I've heard lots of people say, well, they're high-class people—that they ought not to be treated like what we commonly refer to as common criminals. But I'd like to say, as far as I'm concerned, they're—they're much worse than a common criminal, because for the most part they are highly educated, intelligent men, and financially responsible. They wouldn't have to do any of these unlawful practices to make a living. I just hope that the people will demand that the investigation be carried out to the fullest—that no one be whitewashed; and demand that it be cleaned up, so that we can again hold our heads up, down here in Texas. I think it's a—it's a terrible disgrace to De Witt County and other counties involved, and to the state as a whole.

MURROW: It started in Cuero; but before long many counties were involved, and Senator Jimmy Phillips investigated at the state level. In his office at Austin, he talks about some of the scandals.

SENATOR PHILLIPS: A gentleman who lived on the coast of the Gulf of Mexico appears in this deal, and he purchased, in 1951, two sections of land in west Texas for twenty dollars an acre—approximately 1,300 acres of land. He sold that land to the state less than two years later for two hundred dollars an acre. He purchased, according to the revenue stamps in the courthouse, indicated he paid $27,600 for the land. The state paid, in fifty-four checks for fifty-four veterans, $266,778, leaving a gross of $249,178, and that only took the gentleman sixty days to do. Stranger than that is the situation where one individual, operating under assumed names—and in Texas we have an assumed-name statute where you can do business there as John Smith if your name is Joe Blow—this individual ran three deals through the Veterans Land Board under an assumed name; and he, in these deals, appeared as the seller, the purchaser, the title examiner, and the closing attorney. Now, if you can top that on any operation of any state program, I have never heard of it. And strangest thing of all, we have the Veterans Land Board which consists of the attorney general, the governor of Texas, and the land commissioner, as the members of the Veterans Land Board. Those three members, under the statutes in Texas, are equally responsible for the administration of the Veterans Land Board and for the sales to veterans—purchase from sellers for sales to veterans. And now, we have the situation where, as attorney general, he is participating in every grand jury room in the state of Texas that is investigating the operations of the Veterans Land Board, of which he is a member. And you have the unusual situation where the investigated, or the one subject to investigation, is doing the investigating.

[HEADLINES: The Cuero Record: GILES REFUSES COMMENT.]

[The American-Statesman: BASCOM GILES PLACED UNDER ARREST ON INDICTMENT OF THEFT CONSPIRACY.]

MURROW: Governor Allen Shivers is one of the three members of the Veterans Land Board. While Reporter Scott was in Austin, he asked for an interview, but Governor Shivers was unavailable. Bascom Giles, another member of the Land Board until his resignation last January, had been land commissioner of the state of Texas for eight terms. On March fifth, he was indicted for conspiracy to commit theft. There have been eight charges

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since then. He is out on bond awaiting trial. In addition to Giles, there are 269 indictments in seven counties, and the criminal cases are pending, but some of the pretrial hearings in the civil cases have already begun. Several of the veterans were subpoenaed to appear at this tomato shed. Prosecutor Wiley Cheatham advised them that it was not to their best interest to go out and look at the land which they had never seen. Finally, hearings were held last week in the Yoakum City Hall—a town adjacent to Cuero. This is Sheriff Cutter Dietz, who also worked on the case, and who urged the veterans not to go out to their land. The lawyers for the defendants—the land promoters—sit at the left of the table.

THOMAS [DEFENSE LAWYER]: I say, just assume that you're right and that the veterans didn't know anything at all about the land that they're buying. Do you think its in their best interest that they not find out anything about it before they give it up?

SHERIFF CUTTER DIETZ: They have already given the thing up.

THOMAS: Well, that's another legal conclusion. Isn't it, Mr. Dietz?

DIETZ: My personal opinion. Yes sir.

THOMAS: That's your personal opinion. Of course, the law questions will have to be decided by the judge. I'm just asking you—assuming that they haven't—

DIETZ: Let's use common sense.

THOMAS: All right, sir. Let's use common sense.

DIETZ: Do you know that Mr. Kirkendahl did not want the land in the first place?

THOMAS: Well—

DIETZ: He wanted something for nothing, and he was promised that by the land promoters.

THOMAS: Well, we will just assume that that's true. We will just assume that he was told that he was going to be given a piece of land, but the facts are that instead of being given to him, that the state of Texas was selling it to him. Now, before he makes up his mind that he's going to give up that property, do you know of any reason why he shouldn't have the benefit of seeing that land and seeing whether he got his money's worth?

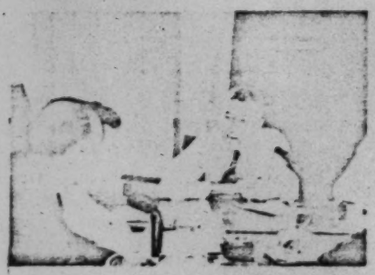
DIETZ: No. No.

THOMAS: All right, sir. And you know that that was the purpose of the trip to Crystal City, do you not?

DIETZ: What do you think?

THOMAS: I know. Have you seen the land?

DIETZ: No sir.



THOMAS: Do you know what the land's worth?

DIETZ: I have heard enough about it.

THOMAS: Well, what have you heard about it, Mr. Dietz—about the land?

DIETZ: A good billygoat couldn't make a living off of it.

THOMAS: Uh-huh. But you don't really honestly know what kind of land Walter Kirkendahl has down there in the Zavala County, do you?

DIETZ: That's right.

THOMAS: And if I told you that it was land that was very productive land and was well worth the money, you wouldn't believe that, would you?

DIETZ: I'm afraid I wouldn't, friend.

STATE ATTORNEY: Does it look like perhaps that the state of Texas or somebody has been defrauded?

DIETZ: Very much so. Yes sir.

STATE ATTORNEY: Now, your interest is as a law-inforcement officer, trying to protect the peace and to protect the rights of the state of Texas. Is that correct?

DIETZ: That's right.

STATE ATTORNEY: When you found out they were taking those poor boys, most of whom have no education whatsoever, and those that do have education—very limited education—and for a paltry ten, or twelve, or fourteen dollars, they had taken away from them what veterans' rights were supposed to be given to them, and then herded into a warehouse to have their depositions taken in the very spot where they were defrauded from, you thought there might be something wrong, didn't you?

DIETZ: That's right. Well, I thought it was crooked, to be honestly frank with you.

STATE ATTORNEY: Well, I think you are to be congratulated, and I thank you very much.

MURROW: The sheriff and Cheatham told the veterans that they had to answer the subpoenas to the City Hall, and they did, and this was the pretrial hearings. Next witness, Sylvester Webb. He owns land he has never seen.

LOONEY [DEFENSE LAWYER]: . . . when you first heard about it?

SYLVESTER WEBB: When I first heard about it he was there talking to me.

LOONEY: There were two men—a white man and a colored.

WEBB: A colored fellow. He give me a paper. I don't even remember what I read on that. I just slyly looked over it and he gave me a pencil.

LOONEY: Well now, he asked you if you were a veteran—you said yes?

WEBB: Uh-huh.

LOONEY: And if you had a honorable discharge—you said yes. He asked you if you wanted to sign up for some of that veterans' land, and—and what did you say?

WEBB: Well, I looked at the paper. He gave me a paper—some kind of sheet, and I looked at it.

LOONEY: Yes . . .

WEBB: But I—I just slyly looked over some words. I don't hardly remember what was on it.

LOONEY: Let's see, now. He handed you these papers, and you glanced at it?

WEBB: Yes.

LOONEY: And—well, did—did you ask him what that was all about —how you went about getting this land?

WEBB: I asked him: Now I ain't buying no land now—what you got to do about this? Do you have to buy the land? He said, no.

LOONEY: He said no. Said—said—said that they had—did he say that they had a—plan worked out, where no money would have to come out of your pocket? Is that about it?

WEBB: Yes.

LOONEY: It wouldn't—it wouldn't have to be a cent out of your pocket?

WEBB: . . . If I want to do it.

LOONEY: For three years there wouldn't have to be a cent?

WEBB: That's right.

LOONEY: Now—now tell me that again?

WEBB: He said, for three years you don't have to pay. For three years you lease the land and you get some kind of—you get some money or something out of the land, but after three years—where the land belong to you.

LOONEY: Now, he said, after three years that— Did he say something like this: that after three years you could sell the land if you wanted to, that it belonged to you, and you could do with it what you wanted to, after three years—after the lease was over?

WEBB: Yes.

LOONEY: Now, tell me that again.

WEBB: He said, after three years the land would be yours. You could sell it or either—lease it.

LOONEY: Or lease it again. Is that correct?

WEBB: Yes.

LOONEY: And—and leasing—is that—is that the same as renting?

WEBB: I don't understand that—no sir, I don't think so. I beg your pardon. I don't think so.

LOONEY: But you knew it was a lease?

WEBB: Yes.

LOONEY: You said a lease?

WEBB: Yes.

LOONEY: Defendant Winter Garden Exhibit Twenty-two—Webb. [Reads]: "Veterans Land Board of the state of Texas, Austin, Texas. Affidavit of possession. I, the undersigned, veteran purchaser of the land fully described in deed from Winter Garden Development Company to Veterans Land Board of the state of Texas have been given and have taken possession of said land. There is no one in possession claiming adversely to me." I'll read that last line again. "There is no one in possession claiming adversely to me." Sylvester, you look at that paper there. Take a look at it.

WEBB: I tell you I ain't much of a reader.

LOONEY: You read "Sylvester Webb," up there at the top.

WEBB: Yes, I can read "Sylvester Webb."

LOONEY: Can you read what's right underneath that line?

WEBB: What is that?

LOONEY: What's that?

WEBB: I don't know what that word is.

LOONEY: That's my writing—it's pretty bad. Is this the paper that you signed on Front Street, back in 1952? You signed up just one paper that day, I suppose?

WEBB: Yes.

LOONEY: Is that correct? You wanted to do what the other boys were doing?

WEBB: Well, I did saw they sign up. I did, too, so that's as far as I can remember, you know.

LOONEY: And if—if you signed up like the other boys were doing and—and got you some veterans' land, well, that was all right with you. Wasn't it?

WEBB: Why, I—probably so.

LOONEY: You wouldn't be ad—You wouldn't feel bad if you got the land?

WEBB: No, I wouldn't feel bad.

THOMAS: Now, the truth of the matter is, Sylvester, that you didn't—you didn't go into all details. You didn't even read those contracts. Did you?

WEBB: I sure didn't.

THOMAS: You figured it was all right and you were satisfied?

WEBB: That's right.

THOMAS: You had a chance if you wanted to—you had a chance to go and read those papers. Didn't you?

WEBB: Sure, but I—

THOMAS: You didn't tell him—you don't think that Shorty Robinson—that's a member of your own race, a man that you've known for years and years and years around here—would refuse to let you take those papers and have them read, or read them yourself if you'd ask him to? You don't think Shorty would do you that way. Do you?

WEBB: Shorty could have done that way. All he wanted was money, too.

THOMAS: Well, I understand that—he wanted money. You know, Shorty was working for wages, just like you work for wages. You understand that?

WEBB: Sure.

THOMAS: But you didn't ask Shorty—you didn't say: "Shorty, I want to take these papers off here and study them a little bit." Did you?

WEBB: No.

THOMAS: If you had wanted to you'd ask him—wouldn't you?

WEBB: Shorty didn't have no papers when I seen him.

THOMAS: Well, did you ask the other man?

WEBB: . . . No . . .

THOMAS: You were satisfied—and you were satisfied, weren't you, Sylvester, up until all this trouble came up about it? You were satisfied, weren't you?

WEBB: Yeah. I wasn't worried.

THOMAS: You wasn't worried until—and you hadn't gone out to anybody and—and tried to stir up any trouble about this. Had you?

WEBB: No. No.

THOMAS: You were just going along. Now, Sylvester, you understand down-payments, don't you?

WEBB: Yes.

THOMAS: You purchased—do you own a car?

WEBB: No sir.

THOMAS: Did you ever purchase anything on the installment plan?

WEBB: No, I haven't, but my wife has. [LAUGHTER.] But I don't question that, but I don't owe nobody.

THOMAS: They're pretty bad about it, aren't they? You under-

stand that if you pay so much on the principal, you don't owe as much?

WEBB: That's right. That's right.

THOMAS: So if you owed $7,200 to start with, and you pay $1,200 in round numbers—$1,200—well then, at the end of the year, you'd only owe $6,000. That's right, isn't it?—because you paid $1,200—you owed $7,200, so twelve and—$1,200 and $6,000 will be $7,200. You understand that, don't you? [SYLVESTER LAUGHS.]

MURROW: In the beginning, only Towery wrote these stories, and only The Cuero Record carried them, but now it is a major Texas story in every newspaper. But it was the small press in Cuero that had the power to start it.

SCOTT: This trial, and the tribulations that I am sure you went through, have any influence on your feeling in this particular story?

TOWERY: I don't know—I just believe that when a man takes on a position of trust in government, that he should be completely above reproach, and I know—I know we are all human, and we all have errors, but when a man takes a position of influence in government—In other words, he comes before the people and asks for their support and their help in going into office, and then after he is in there, and goes ahead and violates the confidence that the people have put in him, why, to me,

it's—it's pretty bad. It's pretty low, actually. In fact, I—Just like I said before, I can't think of anything that's worse, except maybe some newspaper people that won't tell the truth, of which, unfortunately, we have a few.

In other words, I'm not afraid, actually, of America ever being defeated from without its boundaries near so much as I am being defeated from within, simply because people like—well, the ones that we've got mixed up in it now, and thousands more that haven't been named. I don't say in this particular thing, but other things just like it. When it is brought out, or when it's found out, then people lose so much faith in them, or in the government in general, that they become disgusted, disheartened, and become prey for Communism or any other ism that happens to be—to come along at that particular time.

So I think that, aside from the fact that we are just in here trying to report news stories and show the people what's going on, that underneath it has a real reason for being like that, because of the fact that it possibly will awaken the people to—to, well, become a little more interested in good government, and to see what happens when they are not interested in it. In other words, politicians always come before us and say: "Look at me, I am the best." And we never go in and check on their past or their qualifications, or this or that, and we just take their word for it. Well, I don't know, it's taught me a lot.

MURROW: It taught us something too. Our crew decided to spend another day in his office, just in case something should happen —and it did.

Kenneth Towery is one managing editor who takes all incoming calls. He has to: he is one-third of the entire editorial staff of the Record. Yesterday, May 2, the phone rang on Towery's desk. It was the city desk of The Houston Post calling. They wanted to know if Towery knew he had just won a Pulitzer prize for journalism.

TOWERY: Record office. Who? Yes ma'am. Speaking. Yes. Uh-huh. How are you, Jim? [PAUSE.] Oh, is that right? Oh, get out. You're not joking, are you? Huh? Oh, well, the world of wonders never ceases. I don't hardly believe it, fella. I think you're pulling my leg. [LAUGHS.] Oh, for goodness sake! Oh? Well, you mean, you think I got it? Did I? Oh, for goodness sakes! Well, oh my, just a minute. [LAUGHS.] What's that? I tell you, I'm not satisfied yet and I won't be till there's a couple of more indictments. But

—but I mean the investigation is—well, I am so nervous I can hardly talk. But I mean the investigation, I believe, is still—has a little way to go yet, and I don't think—well, let's put it this way: I don't think justice is going to be done unless there's at least two more indictments. I hate to say which ones. I mean, I wouldn't say which ones I thought they ought to be, but down here in this country we got our ideas anyhow. But—oh, shucks, fella. I still think you are—that don't sound right to me. [LAUGHS.] Well, I sure do thank you an awful lot. I really do. Goodness, I don't know. Well, shucks, I still—well, I mean it's just a long story, but I ran up against a brick wall everywhere I went, almost. And then finally, I found out that Cheatham was working on it and had been working on it for many months, and actually, he—he's the one that deserves all the credit, not me. Good gracious! All I did was just kind of go along and do the best I could, I—I do believe that by bringing it out to the public, and—and I mean you boys, too, up there at the Post, and all over the country, are the ones to get the credit for it, because our little old voice down here couldn't have been heard very far if the big papers hadn't picked it up and ran with the ball. Well, I sure do thank you an awful lot for calling. And I hope some day I'll be able to meet you in person and thank you a lot for the call. Okay. Well, bye-bye [SIGHS.]

[EXCITED VOICES IN OFFICE.]

MURROW: As the word about the thousand-dollar Pulitzer award got around, the townspeople came in to congratulate Towery. First there was his partner in the fight, County Attorney Wiley Cheatham.

CHEATHAM: And I hope this is just the start of a great career.

TOWERY: Well, thank you a lot, Wiley. Thank you again, boys.

MURROW: And Sheriff Cutter Dietz.

DIETZ: I am glad you got it, son. You really deserved it.

TOWERY: Well, I don't know, but thank you anyhow. Thank you. Thank you. It's mighty fine, I'll tell you for sure.

VOICES: Congratulations. Congratulations, Ken.

TOWERY: Hello, Larry. Thank you a lot.

MURROW: And Towery's boss, the Record's publisher, Jack Howardton.

HOWARDTON: Well, I am proud of you, boy.

TOWERY: Well, I am proud of you, boss. Well, we made it.

VOICE: Don't go away.
MURROW: Mrs. Ken Towery, the editor's wife.
[LAUGHTER, EXCITED VOICES IN BACKGROUND.]
MRS. TOWERY: I'm shaking. I'm proud of you.
TOWERY: Well, I'm proud of you, gal.

MURROW: Thirty-eight hundred isn't much circulation—not much power as newspapers are generally measured, but courage and power are not always found in the same package. There are newspapers and radio and television networks with much greater circulations and much more potential power than The Cuero Record. The Pulitzer committee merely called attention to courage, perhaps with the hope that it might be contagious. Good night and good luck.

SEE IT NOW

EDITED BY

EDWARD R. MURROW

AND

FRED W. FRIENDLY

1955

SIMON AND SCHUSTER

NEW YORK

"CIGARETTES and LUNG CANCER"

Part I May 31, 1955

Part II June 7, 1955

Two-part study on "SEE IT NOW" produced by Fred W. Friendly and Edward R. Murrow on CBS Television Network which examined the medical controversy over cigarette smoking as a cause of lung cancer. The study, presented in two half-hour episodes, took the form of a discussion led by Murrow with medical authorities.

Condensation in Scripts-the Listener's Digest, p. 23 - is attached.

"SEE IT NOW"

CIGARETTES and LUNG CANCER

Part I	May 31, 1955
Part II	June 7, 1955

Runyon, Mafford
6-B-15

July 6, 1955

(Dictated July 5,)

Dear Maff:

Very many thanks for your nice letter about the SEE IT NOW story we did on lung cancer.

We like to follow progress made in matters of this kind, and I shall always be glad to have informative suggestions from you about any piece we can do on the subject of cancer.

With all good wishes,

Sincerely yours,

Mr. Mafford R. Runyon,
Executive Vice President
American Cancer Society, Inc.
521 West 57th Street
New York 19, New York

fc

AMERICAN CANCER SOCIETY, INC.

521 WEST 57th STREET, NEW YORK 19, N. Y. · PLAZA 7-2700

RESEARCH EDUCATION SERVICE

MEFFORD R. RUNYON
EXECUTIVE VICE PRESIDENT

June 14, 1955

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, N. Y.

Dear Ed:

We at the Society are most grateful for the report you gave to the American people on the lung cancer situation as it exists at the present time. We think you have done a real public service and we were delighted to have the matter presented in such a fashion.

We have just appropriated another $500,000 for lung cancer research so that we have now allocated a million dollars to activity in this area. This matches the figure put aside by the tobacco industry itself and I am sure that we will ultimately resolve this question.

I am glad we can count on you for timely reports to the public on developments as they occur.

With all good wishes.

Sincerely yours,

M. R. Runyon

WHAT ARE WE DOING ABOUT CANCER?

I. HOW MANY PEOPLE DIE OF CANCER IN THE UNITED STATES?

1. The Number Two Killer of our people is cancer. (1)
2. One out of every seven people who died in 1951 died of cancer. (1)
3. 22,000,000 people now alive will die of cancer unless new treatments, cures or preventive measures are found. (2) (16)
4. 219,239 persons died of cancer in 1951 in the United States, or one out of every seven deaths. (1)
5. Almost 2½ times as many people died of cancer during World War II as were killed in action in the Armed Forces. (3)
6. About 601 people died of cancer in the U.S. per day in 1951, which means that over a period of 36 days, cancer killed 21,636 people, or more than the 21,471 American dead in Korea in 28 months of war. (8)

II. WHAT WAS THE MILITARY MANPOWER LOSS DURING WORLD WAR II FROM CANCER?

1. Of approximately 5,000,000 men between the ages 18 to 37 rejected for medical reasons during the last war, 32,200 were rejected for cancer and other neoplasms. (4)
   a. This would have been sufficient to man at least two Army Infantry Divisions of World War II strength. (14,477 men to each division). (5)
2. Out of 245,358 registrants for military service examined between July 1950 and June 1951, 6,064 were rejected for cancer and other neoplasms. (10)

November 1952

III. WHAT IS THE CIVILIAN ECONOMIC LOSS FROM CANCER AND WHAT DOES IT MEAN TO WARTIME PRODUCTIVITY?

1. 113,000 man-years are lost each year in industry due to cancer disabilities. (7)

2. About $367,589,000 were lost in 1951 in productivity due to lost man-years. (6)(7)

   This would purchase:

   4,900,000 Garand rifles at $75 each or
   2,009 pursuit planes at $183,000 or
   1,838 medium tanks at $200,000 or
   4.9 airborne divisions' equipment at about $75,000,000.

IV. HOW MANY PEOPLE ARE SUFFERING FROM CANCER IN THE UNITED STATES?

1. At least 700,000 people are estimated presently under treatment for cancer. (9)

   a. About 525,000 new cases of cancer are diagnosed each year. (9)

2. About one out of every five people now alive in the United States will have cancer at some time in his life unless new preventive measures are found. If skin and lip cancers are counted (which are not usually fatal), the ratio is one out of four. (9)

V. HOW MANY VETERANS WILL BE VICTIMS OF CANCER?

1. On the basis that 1 out of 5 Americans now living will have cancer unless new preventive measures are found (9), and that in 1951 there was a total of 18,813,000 living veterans of

all wars (15,200,000 were veterans of World War II) (11), about 3.76 million veterans will be hospitalized or will be entitled to hospitalization for cancer.

2. They will be in the hospital for an average of 1 year apiece, and each case will cost the taxpayer $3,000 (12), or a total of about $11.29 billion dollars.

VI. WHAT IS BEING DONE TO HELP CANCER SUFFERERS IN THE UNITED STATES?

1. There are only 18 special cancer hospitals in the United States registered by the American Medical Association for 1951, (with only 10 approved in 1952 by the American College of Surgeons (14) with a listed bed capacity of 2,118. (13) There is a new cancer hospital in Chicago whose bed capacity is not indicated. There are also 3 related institutions (such as nursing homes and infirmaries, which give certain medical and nursing care), with approximately 271 beds listed. (13)

   a. In contrast with this, 104,773 special beds are available for tuberculosis patients; (15) tuberculosis killed an estimated 29,492 people in 1951, while cancer killed 219,239. (1)

2. We have only 138 cancer detection centers approved by the American College of Surgeons, (for people with no apparent symptoms), in the United States (14); or less than 1 detection center to every 1 million people. (16)

3. We have only 639 approved cancer treatment and diagnostic clinics in the United States, of which 135 are cancer diagnostic (only) clinics. (14)

   a. There is need of one cancer diagnostic and treatment clinic for every 100,000 population, one within a radius of 30 to 50 miles from each patient. (17)

   b. On this basis, there is need of 1,550 cancer diagnostic and treatment clinics in the U.S., or a deficiency of 911 such clinics. (14)(16)

VII. HOW MUCH MONEY IS AVAILABLE FOR RESEARCH TO FIND NEW TREATMENTS AND CURES FOR CANCER FROM THE FEDERAL GOVERNMENT & LEADING VOLUNTARY AGENCIES?

1. About $18,621,655 divided as follows: (Appendix I)

   a. Government Funds:

   The National Cancer Institute, USPHS, has appropriations for cancer research for the fiscal year beginning July 1, 1952, of about $10,342,000. (This includes $4,797,000 for intramural research, $4,920,000 for project grants-in-aid to colleges and hospitals throughout the U.S., and $625,000 for research fellowships - see APPENDIX I.)

   The Atomic Energy Commission has appropriations of about $2,250,000 for the same period. (19) The Veterans Administration's contractual Research Program for 1952 provides

no funds for cancer research. (29) This is a total of $12,592,000.

b. Non-Government Funds:

The American Cancer Society, a voluntary agency, allocated in 1952 approximately $4,125,000 for cancer research. (28) The Damon Runyon Memorial Fund allocated approximately $1,374,759 for the same period. (24) The Jane Coffin Childs Memorial Fund allocated in 1952 approximately $529,896 for cancer research. (28) These three agencies (which are the major national non-governmental agencies giving grants-in-aid for cancer research) have allocated a total of about $6,029,655 this year towards cancer research. (See APPENDIX I).

2. This means that we are spending about $85 per cancer death annually, or $26.60 per known case; but only about $.85 per person who will die from cancer unless new treatments, cures or preventive measures are found.

a. In contrast, the National Foundation for Infantile Paralysis allocated $2,581,824 for research in 1951 (20) or about $1,954 per death.

b. In contrast, it is estimated that The Department of Agriculture in fiscal 1952 will spend about $32,701,700 for the control and eradication of foot-and-mouth disease. (21)

VIII. DO THE PEOPLE OF THE UNITED STATES WANT MORE DONE ABOUT CANCER RESEARCH?

1. Yes. In a nationwide poll, 82% of the people questioned said they believed that $200,000,000 should be spent by the Government for cancer research. (22)

IX. HOW MUCH MONEY HAS THE AMERICAN CANCER SOCIETY RAISED FOR EDUCATION AND SERVICE TO CANCER PATIENTS, AND FOR LAY AND PROFESSIONAL EDUCATION IN THIS FIELD, EXCLUDING RESEARCH?

1. Out of the total $15,100,000 raised, The American Cancer Society and all its state and local divisions allocated about $11,174,000 for this purpose in 1951, over and above the amount raised for research. (23)
   a. This is in contrast with $832,862 raised nationally by the Society in 1944, and $372,057.17 in 1943 when no funds were allocated to research. (23)

X. HOW MUCH IS THE GOVERNMENT SPENDING FOR ESTABLISHMENT OF CANCER CLINICS AND SERVICES?

1. The National Cancer Institute, U. S. Public Health Service, has about $3,050,000 for the year ending June 30, 1953, for grants-in-aid to States for establishment of clinics and services to cancer patients, and $2,225,000 for teaching grants and $500,000 for trainees, to medical schools. (18)

2. In contrast to the $3,050,000 for the establishment of clinics and services by the National Cancer Institute, Congress made available to the U.S. Public Health Service alone for grants-in-aid to states to establish clinics and services: $8,104,000 for control of venereal diseases, and $5,307,800 for tuberculosis control. (25)

   a. Only 7,074 deaths were attributed to the major venereal disease (syphilis) in 1951 and 29,492 deaths to tuberculosis; but cancer killed 219,239 people in the same year. (1)

XI. HOW DOES WHAT WE SPEND ON CANCER RESEARCH COMPARE WITH WHAT WE SPEND ON OTHER THINGS?

1. In contrast with the total of about $18,621,655 which is available from major public and private sources, for cancer research:

   a. The people of the United States spent approximately: (26)

      1. $7,000,000 for dog and pet medicaments in 1951.
      2. $17,440,000 for nail polish and enamel.
      3. $23,500,000 for playing cards.

XII. HOW DO DEATHS FROM CANCER COMPARE WITH DEATHS FROM OTHER DISEASES?

1. The Number Two Killer of the United States is Cancer. Only cardiovascular-renal diseases cause more deaths. (27)

   a. More than 7 times as many people died of cancer as of tuberculosis in 1951. (27)

b. Nearly 166 times as many people died of cancer in 1951 as died of infantile paralysis in the same year. (27)

XIII. IS CANCER PRIMARILY A DISEASE OF OLD AGE?

1. No. Of 211,090 deaths in 1950 from cancer and other malignant tumors (latest breakdown available): (1)

a. 106,015 or over half, were under 65 years old.

b. 23,647 or about 11% were under 45 years old.

c. 5,466 or about 2.5% were under 25 years old.

XIV. WHAT ARE THE LEADS IN THE FIELD OF CANCER RESEARCH?

1. There are leads in cancer research in many directions, including:

a. Uses of radioactive materials, both as methods of treatment and as research tools.

b. Use of nitrogen mustards in the treatment of leukemia and Hodgkins disease.

c. Antibiotic substances and chemical compounds which affect cancer tissue.

d. Use of hormones, including ACTH and Cortisone in leukemia, lymphosarcoma and other types of cancer; also use of estrogens and androgens in the treatment of cancer of the breast, and estrogens in cancer of the prostate gland.

e. Studies in nutrition.

f. Improved methods of surgery, including removal of adrenal glands for advanced breast and prostate cancer when cortisone is used as a substitute for the activity of the adrenal gland. (See published works of Dr. Charles Huggins of Univ. of Chicago.)

g. New methods in the use of X-ray.

h. New and refined methods of diagnosis.

i. Studies of the chemical life processes of the normal and cancer cell.

j. Research in use of viruses against cancer.

XV. WHAT ARE THE NEEDS IN THE FIGHT AGAINST CANCER?

1. More funds for research, training and education in cancer are needed for the leading voluntary agencies interested in this disease and for the National Cancer Institute of the U.S. Public Health Service.

2. New treatments and cures must be found to aid the estimated 700,000 people presently under treatment for cancer and the estimated 22,000,000 people now alive who will die of cancer unless these new treatments, cures or preventive measures are found.

REFERENCE LIST

(1) 1950 and 1951 figures from National Office of Vital Statistics. 1951 total deaths, 1,486,000; deaths from cancer (malignant neoplasms), 219,239; these are provisional figures - final 1951 mortality data not yet available. (1 out of 7.07 in 1949; 1 out of 6.9 in 1950; 1 out of 6.8 in 1951.)

(2) American Cancer Society - Dr. C. Hammond, Director of Statistical Research - February, 1951.

(3) Killed in action in World War II, 282,025 (World Almanac 1949, p. 326; World Almanac 1946, p. 44) Cancer deaths for same period, 684,085. (National Office of Vital Statistics.)

(4) Selective Service System, National Headquarters, chart "Estimated Principal Causes, for Rejection of Registrants 18-37 Years of Age in Class IV-F and Classes with "F" Designation, August 1, 1945".

(5) Army Statistical Review, World War II, "Army Services, War Department".

(6) U.S. Dept. of Commerce publication - National Income Number, Survey of Current Business, July 1952; Table 26. Average individual earning 1951: $3,253.

(7) America's Health - A Report to the Nation, by The National Health Assembly, p. 185. Published by Harper & Brothers 1949.

(8) Time Magazine, Nov. 10, 1952, quoting Defense Department report covering battle casualties June 1950 thru October 1952.

(9) Estimates made by National Cancer Institute, Sidney Cutler, Biometrics Section; 12/6/51.

(10) Table 7 - "Principal disqualifying defects at Armed Forces preinduction examination of selective service registrants rejected for medical reasons only - July 1950-June 1951". Social Legislation Information Service, Spec. Bulletin #11, Sept. 5, 1952. Submitted with comments by Maj. Gen. Lewis B. Hershey.

(11) Veterans Administration Annual Report for Fiscal Year 1951 - p. 8. (18,813,000 divided by 5 equals 3,762,600 possible veteran cancer victims. 3,762,600 multiplied by $3,000 cost per case equals $11,287,800,000.)

(12) Congressional Record, April 26, 1950, p. 5845. Representative John E. Fogarty quoting Dr. C. P. Rhoads of Memorial Hospital, New York.

(13) Journal of the American Medical Association, May 12, 1951, Vol. 146, No. 2 - pp. 124 - 184, (latest listing available).

Georgia	
Albert Steiner Clinic for Cancer & Allied Diseases, Atlanta	not listed
Illinois	
Nathan Goldblatt Mem. Hosp. for Cancer Research, Chicago	not listed
Massachusetts	
Pondville Hospital, Walpole	70 beds
Westfield State Sanatarium	191 beds*
Minnesota	
Worrall Hospital, Rochester	185 beds
Missouri	
Ellis Fischel State Cancer Hospital, Columbia	104 beds
Barnard Free Skin & Cancer Hospital, St. Louis	42 beds
New York	
Roswell Park Mem. Institute, Buffalo	110 beds
Brooklyn Cancer Inst., Brooklyn	77 beds
Memorial Hospital, N.Y.	268 beds
N.Y.C. Cancer Institute, N.Y.	225 beds
Frances Delafield Hospital, N.Y.C.	307 beds
James Ewing Hospital, N.Y.C.	275 beds
Pennsylvania	
Amer. Oncalogic Hospital, Phila.	55 beds
Jeanes Hospital, Phila.	80 beds
Skin & Cancer Hospital, Phila.	31 beds
Texas	
M.D. Anderson Hosp. for Cancer Research, Houston	82 beds
Maxfield X-Ray & Radium Clinic-Hosp., Dallas	16 beds
TOTAL CANCER BEDS....	2,118 beds

* includes an unspecified number of beds for tubercular patients.

(14) Bulletin of American College of Surgeons, Sept.-Oct. 1952.

(15) U.S. Public Health Service, Div. of Chronic Disease and Tuberculosis: "Tuberculosis Beds in Hospitals and Sanatoria" - Jan. 1, 1951.

(16) Calculation based on 155,000,000 estimated 1952 population residing in the U.S.

(17) Cancer Control Letter, Federal Security Agency, National Cancer Institute, No. 16, dated March 28, 1949.

(18) U.S. Public Health Service, Division of Finance. National Cancer Institute, 1953 Current Budget.

OBLIGATIONAL CASH

Intramural research	$ 4,797,000
Research projects (Grants-in-aid)	4,920,000
Research fellowships	625,000
Trainees	500,000
Teaching Grants	2,225,000
Grants-in-aid to States	3,050,000
Other	1,770,000
	$17,887,000

LIQUIDATION CASH (for payment of contracts made in prior years)

Construction grants	$ 0

TOTAL OBLIGATIONAL & LIQUIDATION CASH $17,887,000

(19) Estimate by J. E. Spike of the American Cancer Society, 10/30/52. (Per Mr. Tuttle of the Atomic Energy Commission, Division of Biology & Medicine, Washington, D.C.)

(20) National Foundation for Infantile Paralysis, 1951 figures.

(21) Budget of the U.S. Government for Fiscal Year ending June 30, 1952, p. 345.

(22) Report of Gallup Poll in N.Y. World Telegram, June 12, 1946.

(23) American Cancer Society, F. Kramer, 9/24/52.

(24) Damon Runyon Memorial Fund, New York - J. H. Teeter, 10/29/52.

(25) National Institutes of Health, Div. of Research Grants & Fellowships Chart dated Aug. 1952.

(26) "Drug Topics" Aug. 11, 1952. Published by Topics Publishing Company, New York, N. Y.

(27) National Office of Vital Statistics, 1951 deaths - Tuberculosis 29,492; Cardiovascular-renal diseases 785,826; Infantile Paralysis 1,321; Cancer 219,239. These are provisional figures - final mortality data not yet available for 1951.

(28) J. Edward Spike, Jr., Sec. to Research Committee, American Cancer Society, 10/30/52.

(29) Letter dated Nov. 20, 1952, from J. T. Boone, Vice Admiral (M.C.) U.S. Navy, Rtd., Chief Medical Dir., Dept. of Medicine & Surgery, Veterans Administration, Wash. 25, D.C.

APPENDIX I

FUNDS AVAILABLE FOR CANCER RESEARCH:

Government Funds:

1. National Cancer Institute, U.S. Public Health Service for fiscal year 1952-1953: (18)

a.	Intra-Mural Research	$ 4,797,000
b.	Research Projects (Grants-in-Aid)	4,920,000
c.	Research Fellowships	625,000
	Total	$10,342,000

2. Atomic Energy Commission, Division of Biology and Medicine - 1952-1953 (est.) (19) ..... $ 2,250,000

3. Veterans Administration, Contractual Research Program, 1952 (29) ..... $ 0
($55,478 in 1951)

Total Government Funds $12,592,000

Major national Non-Government agency funds for cancer grants:

1. American Cancer Society, 1952 (28)..... $ 4,125,000

2. Damon Runyon Memorial Fund, 11 months of 1952 (24) 1,374,759

3. Jane Coffin Childs Memorial Fund, 1952 (28) 529,896

Total Non-Government Funds ..... $ 6,029,655

TOTAL ALL FUNDS (approximate) $18,621,655

November 1952

Q. I just heard about somebody who predicted a cure for cancer within ten years. Is this justified?

A. The statement is misleading. We are already curing 25 per cent of all patients with cancer and we probably could cure 50 per cent of them if the best existing methods were adequately employed.

Q. Why aren't we doing as well as we could do?

A. Because laymen and physicians are inadequately informed.

Q. What is being done to achieve the best rates of cure?

A. A very substantial program of education for both laymen and physicians is presently under way. It is designed to bring every bit of available knowledge to the aid of the patient with cancer.

Q. But what about the other 50 per cent of patients, whose cancer is too advanced or diagnosed too late to permit cure by already available procedures?

A. Whereas we cannot cure these patients today, we can alleviate the symptoms of many very substantially by chemical and x-ray treatments which have been developed in the last few years.

Q. Is any progress being made? What are the chances of actually curing, rather than just helping, the other 50 per cent?

A. The chances are excellent, but it is unlikely that any single drug will cure all types of cancer.

Q. How many different types are there?

A. There are many, but most cancer falls into a small number of groups. The members of each group may well turn out to be susceptible to control, or perhaps cure, by the same or related chemicals.

Q. I am still not certain from your statement that progress has been made.

A. There has been enormous progress. Five years ago we had no means other than surgery or x-rays for curing any kind of cancer. Today we have a variety of drugs which will cure cancer in animals, though none are curative in man. Most important, we now have, for the first time, an understanding of certain basic chemical principles of cancer control by medical means. These new principles are almost certain to give us, in the next few years, means of curing one or more types of human cancer. Not only have these principles been established, but we have, for the first time for cancer, laboratory methods like those which eliminated the infectious disorders such as pneumonia and tuberculosis by new drugs. This combination of new knowledge and new techniques is certain to yield new means of cancer res-

traint and cure. Just when--whether in months or years--no one can say. For what types of cancer, it is impossible to predict.

Q. Will we ever be able to prevent cancer entirely?

A. We are preventing some today. It is wholly possible that if promising studies now under way are continued, we can prevent more.

Q. How will this be done?

A. By the further development through research of means for defining and eliminating certain abnormalities of the body's chemistry which, we believe, are the cause of cancer.

Q. Then both cure and cause of cancer may be discovered in ten years?

A. Possibly; but only if the research presently under way is continued.

Q. How can I help to see that this is done.

A. By giving to the cancer organizations and by insisting that Federal aid for cancer research in private institutions be continued and increased.

Suggested Murrow Close

You have heard a report on the unfinished business of medical research. There was about twenty-six million dollars available last year from all sources, government, public, private — to push forward the fight on these three vital disease fronts. About 27½ [redacted] million dollars. The American people spent one billion 312 million dollars on [redacted] cosmetics alone ~~last year~~ during 1951...

27½ [redacted] million dollars will buy 8 jet bombers (B-47 type) for the Air Force.

We need these bombers. But we think the American people want some heavy bombers enlisted also in the fight to conquer disease. We think economy-minded legislators will take the hint, the hint that a healthier, more productive people is our best economy in these perilous times.

And since this is Cancer Control Month, we trust our listeners will remember the American Cancer Society. ~~It can be reached~~ Contribute through your local post office.

SIN

CIGARETTE-CANCER STORY

Biographical Information On Cancer Interviewees

Evarts A. Graham

Evarts Graham is 71 years old and ranks as one of the great surgeons of American medical history. A former President of the American College of Surgeons, he has been Chairman of its Board of Regents since 1951. He is now Professor Emeritus of Surgery and Lecturer in Surgery at Washington University of St. Louis. The first surgeon to remove a human lung successfully (his patient was a Pittsburgh obstetrician who was operated on in 1933 and is practicing today), he holds thirteen honorary degrees and decorations from many nations. In 1948, one of his sophomore students, 26 year old Ernest Wynder, convinced him of the value of interviewing lung cancer patients in hospitals from coast to coast to ascertain any relation between the disease and smoking habits. During his summer vacation Wynder interviewed over 400 patients and began the work which culminated in the mouse-painting experiment.

Ernest L. Wynder

Dr. Wynder is now 32 years old. He was born in Herford, Westphalia, Germany. At present he is Head of the Section of Epidemiology, Division of Preventive Medicine of Sloan-Kettering Institute. Sloan-Kettering is the research unit of Memorial Center for Cancer and Allied Diseases, New York City. He has published extensively in the leading medical journals on the subject of lung cancer. He points out that of the 1104 cases of lung cancer which he studied only 1½% were non-smokers. The same percentage, he adds, holds true for the more than 6000 cases covered in various studies throughout the world.

E. Cuyler Hammond

The statistical work of Wynder, Graham and early researchers suffered from a major flaw. Patients were interviewed while suffering from disease

and their responsesto questions about their smoking habits were subject to psychological factors. A so-called "forward-looking" study was essential and this was conducted by the American Cancer Society under the direction of E. Cuyler Hammond, Director of the Statistical Research Section of its Medical and Scientific Department. Dr. Hammond holds a Doctor of Science degree from Johns Hopkins University and is also a Professor of Biometry at Yale University where he is also Director of Graduate Studies in Statistics. He is 42 years old.

The American Cancer Society survey concerned 187,000 white men between the ages of 50-69 who were in good health at the time they were interviewed by more than 22,000 volunteers of the Society. Follow-ups were made at periodic intervals to ascertain causes of death. These men had filled out questionnaires concerning their occupations, smoking habits, etc. In 1954, a preliminary report based on 4,854 deaths was printed in the Journal of the American Medical Association. Its principal findings were as follows:

The death rate from all causes is 75% greater among those who smoke a pack-a-day or more than among those who are non-smokers.

The death rate from lung cancer ranges from 5-16 times greater among pack-a-day or more smokers than among non-smokers.

Death rates from diseases of the coronary arteries are almost twice as great among pack-a-day or more smokers than among non-smokers.

The statistics are precisely the same for rural as for urban populations, the rates depending upon the amount of cigarettes smoked.

Dr. Charles S. Cameron

Dr. Cameron is Medical and Scientific Director and Vice President of The

American Cancer Society, Inc. and has held those positions for eight years. He is 46 years old and is a former Rockefeller Fellow in postgraduate cancer surgery. As a Commander in the Naval Medical Corps he was Chief of Tumor Service at Brooklyn Naval Hospital. In his present post he has broadened the attack on cancer along many lines.

Dr. Clarence Cook Little

Sixty-six year old Clarence Cook Little is ~~Scientific of Director~~ of the Tobacco Industry Research Committee and chairman of its Scientific Advisory Board. He is also Director of the Roscoe B. Jackson Memorial Laboratory, Bar Harbor, Maine. This is the oldest and largest research institution in the world devoted principally to the study of heredity of cancer and allied diseases. A million mice a year, representing sixty strains, are bred at the laboratory and sent to researchers throughout the world.

Dr. Little is a biologist who holds degrees from ten institutions. He was President of the University of Maine (1922-25) and of the University of Michigan (1925-29). He is a former president of the American Association for Cancer Research, predecessor of the American Cancer Society.

He has an international reputation as a cancer investigator. As the great-great grandson of Paul Revere he would be disposed to warn the American people of any known danger.

Timothy V. Hartnett

Timothy Hartnett (he would like Murrow to call him Tim on the show) is chairman of the Tobacco Industry Research Committee. He began his career in the tobacco industry as a $4 a week office boy, rose to become President of the Brown and Williamson Tobacco Corporation. He assumed his new post after retirement from Brown and Williamson. His Committee, which consists

of representatives ~~from~~ of fifteen leading cigarette manufacturers, organizations of tobacco growers and warehouse associations, has made an initial appropriation of$500,000 for research into the relationship of smoking and health. The funds are to be allocated by the Scientific Advisory Board under the direction of Dr. Clarence Cook Little.

Mr. Hartnett has been in the tobacco industry for 45 years.

Dr. Paul Kotin

Dr. Paul Kotin, 38, is Assistant Professor of Pathology at the University of Southern California Medical School, Los Angeles. He has done extensive ~~research on the cancer-causing activity of the~~ exhaust products of internal combusion engines and has pointed out the presence of potent cancer-causing agents in the air of Los Angeles and other major cities.

Using products of air pollution he has produced skin cancers in mice of highly resistant strains. He has achieved this with materials of less than one thousandth the amount of cigarette tar necessary to cause the same type of cancer in mice. He is a member of the Scientific Advisory Board, Tobacco Industry Research Committee.

Dr. W.C. Hueper

Dr. Hueper is 59 and was born in Schwerin, Germany. He is Chief of the Environmental Cancer Section of the National Cancer Institute, U.S. Public Health Service. He is also Chairman of the Committee on Cancer Prevention of the International Union Against Cancer. He is an internationally-known authority on occupational cancer and its causes. His views on the cigarette-lung cancer question, which differ materially from those of his superior at the National Cancer Institute, Dr. John R. Heller, are affirmation of the freedom of inquiry practiced at the U.S. Public Health Service (as Dr. Heller points out in his talk).

Dr. Hueper is a distinguished pathologist. Among his many top-level responsibilities have been his service as Chief Pathologist of the Cancer Research Laboratories at the University of Pennsylvania and his work as Assistant Director and Pathologist, Haskell Laboratory of Industrial Toxicology of the DuPont Company.

Dr. John R. Heller

John Heller is a career Public Health ~~expert~~ administrator who directs the National Cancer Institute, one of the U.S. Public Health Service's seven National Institutes of Health in Bethesda, Maryland. As chief of the division of venereal diseases, U.S. Public Health Service, he ran the national venereal disease control program during the crucial period from 1943-48. His statement to SEE IT NOW is the first public statement of the U.S. Public Health Service position on cigarettes and lung cancer. He speaks as a personal representative of the Surgeon General of the U.S. Public Health Service. He was born in Fairplay, South Carolina, 49 years ago, and believes the differing opinions among scientists in his own organization provide a healthy atmosphere for inquiry.

Facts About The Cigarette Industry

From 1900 to 1952 the number of cigarettes sold per year increased from 3.2 billion to 435 billion.

The industry is of vital importance to the national economy. Cigarette manufacturers pay over 1.5 billion dollars in Federal taxes alone. This is exceeded only by the revenue from personal income taxes and liquor taxes. In addition to Federal taxes, 41 states and the District of Columbia collect $500,000,000 in taxes ranging from one to six cents per pack. These taxes are often earmarked for veteran's bonuses, education, hospitals, and road-building.

The farmer has a great stake in the prosperity of the industry. The value of the tobacco crop is over one billion dollars per year, about one-twelfth the value of all national crops. 850,000 farm families are involved in tobacco-growing and 81% of their crop is used for cigarettes. The average price for flue-cured tobacco, which predominates in cigarettes, has risen 660% since the advent of mass cigarette smoking.

The number of people concerned with the manufacture and distribution of cigarettes is staggering. More than 100,000 workers are employed in manufacturing. Two-thirds of all the retailers in the United States, in more than 1,300,000 retail outlets, sell cigarettes. The American economy knows no other product sold by such a heterogeneous assortment of business enterprises, large and small.

Large numbers of people are involved in peripheral phases of cigarette

manufacture and distribution; people who supply the chemicals, the paper, the ingredients like sugar, molasses, licorice and the services such as transportation.

The American Tobacco Company, for example, uses the products of 3000 suppliers. The company has 80,000 stockholders and spent more than $15,750,000 for network radio and television advertising alone in 1953. Total advertising expenditures for the whole industry are well over $100,000,000 yearly.

From the depths of the depression until 1953 there was an uninterrupted rise in the sale of cigarettes. Then came the reversal.

In 1952, 435 billion cigarettes were sold.
In 1953, 423.8 billion cigarettes were sold.
In the first six months of 1954, a drop of 10.5 billion cigarettes over the comparable period in 1953 was recorded.

As meaningful as this business reversal has been the shift from regular cigarettes to king-size and filter-tips. During the first six months of 1954 the sale of standard size cigarettes was down 15.1%; but the sale of king-size cigarettes rose about 5%. The greatest change by far was recorded by filter-tips which rose fully 200%.

Should a cancer-causing agent be identified it is possible that all cigarettes of the future will be filtered if the agent cannot be removed at an earlier stage. At the moment it is impossible to assess the value of filters since we do not know the product which should be filtered out.

Arthur D. Morse
44 Nutmeg Lane
Stamford, Conn.
Stamford 2-5500

Press Clippings

RADIO TV Scripts
THE LISTENER'S DIGEST
119 WEST 57th STREET • NEW YORK 19, N. Y. • COlumbus 5-2013

September 23, 1955

Dear Mr. Murrow:

Enclosed are advance first-issue copies of RADIO-TV SCRIPTS, our effort to perpetuate in print some of the fine informative material produced by radio and television. This issue contains the "See It Now" report on "Cigarettes and Lung Cancer" and your Aug. 10 rebroadcast on the flight through Hurricane Edna. We are very much indebted for the privilege of using these scripts and hope you will approve of the treatment given them.

The magazine is getting into circulation a little later than first intended so this issue will be re-dated for distribution in October, and monthly publication will take effect in November. I would be very much interested in any criticism or suggestions you might make toward improving the magazine on the basis of this issue.

Sincerely,

Fred McGhee

Fred McGhee
Editor

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
NYC

• A FACTS ON FILE PUBLICATION •

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Scripts

THE LISTENER'S DIGEST

Informative Broadcasts of Enduring Value

IN THIS ISSUE:

EDWARD R. MURROW'S TELEVISED REPORT:
Cigarettes and Lung Cancer

BILLY ROSE INTERVIEW:
Show Business and the Palace of Progress

CARMINE DeSAPIO on MEET THE PRESS:
Stevenson or Harriman in 1956?

ROCKY GRAZIANO TELLS HIS STORY:
Tough Kids from the Streets of New York

VIRGINIA PASLEY (author of "21 Stayed")
reports on The Three Who Came Home

F. SCOTT FITZGERALD, the novelist of the '20s:
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CONVERSATION'S "Love in America"

and sixteen other outstanding broadcast texts

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September • 1955

A FACTS ON FILE PUBLICATION

munist influences. The bay window that is Berlin allows the cooling breezes of the ways of the West to blow over Communism's campfires.

The West German Federal Republic at Bonn also is unstable because it is a coalition of parties, a somewhat motley collection of political faiths united only in their devotion to one man, Konrad Adenauer. And Konrad Adenauer is nearly 80 years old. His successor is nowhere in sight.

United, Germany could be the balance of power between east and west, between Communism and Democracy in Europe. If her leaders conceived that to bend toward Russia would serve Germany's national interests, Europe would be Russia's to own. If her leaders see alliance with the West as best serving Germany, Russia would be no more than an Asiatic toe in the European door.

Divided, Germany is a last unhealed scar of World War II, fertile field for the dissension, international tension and diplomatic ulcers that come from the frustration of a nation's rightful and traditional aspirations.

For these reasons, and others, it is hardly likely that unification of Germany will be one of the early fruits of the Geneva Big Four meeting and the series of lower-rung conferences it has set in train. Neither is an East-West security pact, for security from war already is at hand in the existence of a military stalemate both on the ground and in the air. And neither is agreement on disarmament, for any moves to disarm would bring the suspicion that the stalemate were being broken and the security of equal forces would disappear, bringing back the fear of aggression of one side against the other.

Therefore, for signs of the first fruits of the new era of direct, frank and cordial relations between Russia and the United States, we must look to the realm of Item Four on the Big Power agenda, the matter of improved East-West relations. Barriers between East and West were erected just after the second World War—first by Russia, who invented the Iron Curtain, and then by the United States, which built one of its own.

The restrictions this nation placed on Russian travel, on Soviet visitors visas and other elements of international relations were principally by way of recrimination. But at this writing, it seems easier for one of us to get a visa to visit Russia than for a Russian to visit here. When both sides start removing these artificial restrictions, when people get to meet people freely, without government barriers, then will the Big Powers have achieved their first objectives at Geneva.

For, after all, it was you and me, here, and a guy named Ivan, in Russia, that the Big Powers were talking about at Geneva when they said they hoped they could arrange to have peace for all the world's people.

• • •

CARTER L. DAVIDSON, whose news commentary is heard Mondays at 7:15 p.m. over WMAQ-NBC Radio, Chicago, is Executive Director of the Chicago Council of Foreign Relations.

***World News and Commentary*—noteworthy reports and observations by radio-TV newsmen on world affairs and the American scene—digested monthly in each issue of RADIO-TV Scripts**

● *Edward R. Murrow's Televised Report on*

CIGARETTES
And Lung Cancer

A two-part study on "See It Now" . . . widely applauded as an example of television's capacity for forthright, impartial presentation of an issue "hot to handle" on the air.

See It Now, *the news documentary series produced by Fred W. Friendly and Edward R. Murrow on the CBS Television Network, recently examined the medical controversy over cigarette smoking as a cause of lung cancer. The study, presented in half-hour episodes May 31 and June 7, 1955, took the form of a discussion among medical authorities. This condensation retains all of the factual and evaluative text.*

PROGRAM I

EDWARD R. MURROW: Webster defines science as "the state or fact of knowing . . . knowledge as opposed to intuition, hunch or belief."

We present a report by scientists on the relationship, if any, between cigarette smoking and lung cancer. We obviously accept responsibility for the editing, but the facts will be presented by scientists who are pre-eminent in their fields.

This (on screen) is a cigarette factory in Richmond, Virginia. Highly automatic machinery wraps millions of miles of paper around hundreds of thousands of bales of tobacco to form a 5-billion-dollar annual industry. Tobacco is a vital part of our economy, pays the Federal Government a billion and a half dollars a year in taxes. Only personal income taxes and liquor pay more. The states receive another half billion in taxes. Since 1920, cigarette consumption has risen 450%. There are now about 70 million smokers in the United States.

Our report begins in St. Louis at Washington University Medical School and Dr. Evarts Graham who in 1933 became the first surgeon to remove a human lung successfully:

The Wynder Experiments on Mice

DR. GRAHAM: During the years which followed World War I it became apparent to me that gradually as each year went by, I was seeing more and more patients with cancer of the lung. After the year 1930, the number seemed to increase very rapidly. By the year 1950 it was the most common cancer in the male sex.

In 1948, one of our medical students, Ernest Wynder by name, came to me with the suggestion that he make a study of our patients with cancer of the lung to see approximately what percentage of them were heavy cigarette smokers. As the result of the study of about the first 50 cases showed that there was a very close association between excessive cigarette smoking and the incidence of the disease in these patients, we felt greatly encouraged by the study. We pursued it until we had made an examination of more than 600 patients, and we found that it was extremely rare to find anyone who was not an excessive cigarette smoker. We, therefore, in 1950, undertook a series of experiments on mice with the idea of at-

tempting to produce cancer in these mice by using the tar obtained from cigarette smoke.

MURROW: Next, Dr. Ernest Wynder and Research Assistant Adele Croninger demonstrate the "cigarette-smoking machine" that led to their findings:

DR. WYNDER: The machine puffs every 18 seconds a 2-second puff, and the volume of the puff is about the same as encountered in human smoking. In this machine, the temperatures of the burning cigarette are quite the same as that encountered in human smoking habits. The machine puffs and the smoke is drawn into flasks which are immersed into dry ice. The smoke, therefore, is being condensed and the tar results therefrom. This bottle contains the amount of tar to which the average heavy cigarette smoker is exposed over a given year's period of time.*

ADELE CRONINGER: These animals were painted 3 times a week with the cigarette tar solution. What we noticed in our original experiment was that after about 8 months, these animals first lost the hair on the painted area and then little warts, or papillomas as we call them, appeared. These are merely pre-cancerous lesions. In the 11th month of painting we had our first cancer.

DR. WYNDER: The significance of this experiment, which produced 44% cancers in 81 mice painted with the cigarette tar, lies in relationship to the human evidence. It is not, as is frequently pointed out jokingly, significant because it shows that perhaps mice should not smoke. It is significant because of the human evidence available.

We are also doing studies with cigarettes which have been wrapped in cigar leaves to determine whether the cigarette paper may add to the carcinogenic effect of the cigarette. The data so far suggests that the cigarette paper is not a very important part leading to the carcinogenic activity of cigarette smoke.

We have done one experiment in which we removed the nicotine from the cigarette tar, and we are observing that the tar from which nicotine has been removed has the same cancer-inducing activity as the total tar, from which we induce that the nicotine is not the cancer-inducing material—as we had indeed expected.

We believe that the present evidence very strongly indicates that tobacco smoking, and particularly cigarette smoking, is a major cause of lung cancer. This does not mean that we believe it is the only cause. Certainly, there are a few that may develop lung cancer without ever having smoked, and there are, of course, many who do smoke and who never develop this disease.

A Government Specialist Dissents

MURROW: Next we went to the National Cancer Institute of the U. S. Public Health Service. This is Dr. W. C. Hueper, Chief, Environmental Cancer Section:

DR. HUEPER: I do not believe that cigarette smoking is one of the major causes of cancer of the lung, among the various causes which may be responsible for cancer of the lung.

Now, for instance, in England we have a lung cancer rate which is twice that of the United States although the English smoke 30 percent less cigarettes than the Americans do. In greater London, we have lung cancer rate which is two and a half times that of the English people living in rural, agricultural areas. We have very simi-

* 1300 grams or 2/3 of a pound.

lar observations from the United States. For instance, in Cleveland, we have a much higher lung cancer rate than we have in the agricultural areas of that state.

It has been maintained by the protagonists of the cigarette theory that the increase in lung cancer during the last decades was parallel with the consumption of cigarettes, and that for that reason, there was a causal relation between these two phenomena. If we study the number of industry-connected items which have risen in production or consumption during that same period, we will see that not only the consumption of cigarettes has increased during the last few decades but also the production and consumption of other products which had known relation to cancer-producing agents: for instance, the construction of asphalt-covered highways, or the consumption of gasoline, or the production of coal tar. All these agents show a marked rise during the last two or three decades.

The mere fact that two phenomena run parallel is no proof that they have any cause-and-effect relationship.

There are certain definite defects and inconsistencies in the medical evidence advanced in support of the cigarette theory. Statistical data, for instance, have not shown any correlation between lung cancer and cigarette cough or chronic bronchitis, although we know that chronic cigarette smokers suffer from such diseases.

There is, moreover, no statistical evidence indicating that cigarette smokers have a higher liability to cancer of the lip, mouth, skin, fingers . . . although these tissues come in intense and prolonged contact with the tar oozing from the tip of the cigarettes.

While we have very consistent findings in connection with the production of cancer of the skin by the application of coal tar, the evidence which is supplied by various investigators in regard to tobacco tar is quite varied. The majority of investigators, in fact, either did not produce any cancers of the skin in mice or rabbits, or produced only a few. Only two investigators succeeded in producing cancers of the skin in appreciable number of animals. This means that the evidence produced by animals can only be taken with very great reservations. Moreover, we have to consider that mice are not men. And a direct application of any experimental animal to the human problem is not permissible.

The Air Pollution Theory

MURROW: There are those among the scientific community who claim that the smog in certain cities causes more lung cancer than cigarette smoking. This is the voice of Dr. Paul Kotin of the University of Southern California:

DR. KOTIN: This is Los Angeles. People live here, breathe here. People smoke here. Here, as in all other city areas, statistics show people are in greater danger of developing lung cancer than are people living in rural or farm areas.

This mouse has a cancer . . . produced not by cigarette tars but by materials obtained from the air. It is a skin cancer. The production of skin cancers is an early step in the experimental production of lung cancers in experimental animals.

This series of chambers (shown on screen) has been especially and specifically built so that the atmosphere of the air can be duplicated. The breathing experiment is based on the expectation that the cancer-producing substances, which have been already chemically demonstrated, will produce cancers of the lung in these animals

if they have the susceptibility for the development of lung cancers.

Not only have we made facilities for our animals to breathe the exhaust products of gasoline engines and diesel engines, but we know the atmosphere contains dusts and soots, and many, many other things. We have (in the breathing chambers) the aerosol substances in the air that must be introduced; . . . the mice at this very moment are breathing exhaust products in a manner similar to the method that we breathe them in normal city daily living.

Lung cancer has been increasing in frequency throughout the entire world for the last half century. Along with this increase, there have been certain observations which would tend to incriminate the air. The reason we are interested in the air as a possible cause of lung cancer is that everybody who has lung cancer breathes; and more important, at one time or another they all have breathed polluted air. Not everybody who has lung cancer has smoked.

The Cancer Society's Statistics

MURROW: In 1952, Drs. Hammond and Horn of the American Cancer Society began an extended study of the smoking habits of American men. Here is Dr. Hammond reporting on the results of the first two years:

DR. E. CUYLER HAMMOND (of Yale U., who conducted the study for the A.C.S.): We, in American Cancer Society, are making a study of smoking habits and death rates among 187,000 white men who live in 394 counties stretching from the East Coast to the West Coast.

These men were all questioned while they were presumably well. At the end of 22 months, 4,800 of them had died. I'd like to tell you a little bit about our findings of the death rates in relation to the smoking habit.

First, we found that the heavy cigarette smokers had about 9 times the death rate from lung cancer as did those men who never smoked. Even moderate cigarette smoking had a considerable effect: the moderate cigarette smokers had a lung cancer death rate about 4 times as high as men who never smoked. Now, lung cancer kills about 24,000 Americans each year at the present time. So, this was a very important finding in itself.

What is most important to us, however, I think, is not so much the details as to *how* people die but *whether or not* they die. Therefore, we made an analysis of the over-all death rates among this group of men, comparing the smokers—the various types and amount of smoking—with the men who never smoke. We found that the heavy cigarette smokers (a pack or more a day) had a death rate about 75% higher than had men who never smoked.

To me it is very highly convincing. It is now established, in my opinion, beyond a reasonable doubt that cigarette smoking greatly increases the probability of developing lung cancer.

In my opinion, people should be warned of the danger—and they are being warned. What they then want to do—whether they wish to smoke or not—is their own business. But if we now accept it as being reasonably well established that smoking does increase death rate from these causes, then we can clear the mental decks for an intensive research program to develop a safe cigarette.

(Murrow introduced Dr. Elmer Hess of Erie, Pa., as President-elect of the American Medical Association, to speak "as a physician who does not believe there is any important rela-

(Continued on page 88)

Bad Kids Listen To ROCKY

ROCKY GRAZIANO, turned from juvenile delinquency by an interest in sports, carries a message and example to youthful terrorists on the streets of New York.

ROCKY GRAZIANO was a tough, bad kid with a penchant for brawling and stealing when he grew up on the Lower East Side of New York. He got into reformatory and jail. He liked to beat up adults. He hated cops. Then one day, acting on some of the best advice he ever got, Rocky turned professional fighter, in time became middleweight champion of the world.

Rocky now is a popular performer on TV, and an effective campaigner against juvenile delinquency in rough neighborhoods of New York. He talks to young punks in a native tongue they understand—about trouble, sports, his Cadillac, his brother-in-law (a cop) and that often-underrated commodity, the honest buck.

Here are excerpts from an interview on *Let's Find Out* (WCBS Radio, New York) in which Rocky told how he deals with youngsters headed for trouble. Moderator Martin Weldon, newspapermen Allan Keller and Harold Harris conducted the interview. First question: "What do you think is the main cause, if there is a main cause, of crime among the youngsters?"

ROCKY: Well, I think the fathers and mothers are very responsible for the children, with this juvenile delinquency stuff.

You blame the parents?

I certainly do.

Rocky, what was the toughest fight in your life? Was it in the ring or out on the street?

I had a lot of tough fights in the ring but I had a lot of tough fights out on the streets, to tell the truth. . . . actually trying to survive. I had a lot of bad environment like a lot of kids. All the boys were rough, tough kids and we didn't care for nobody. We didn't respect cops and we didn't respect teachers and we didn't respect nobody.

Somewhere in the book you said, "We were good kids . . . we didn't pick on old women," and things of that nature. It makes me think you have arrived at a good standard of behavior for a kid in the street.*

Well, we were pretty stupid in those days but we had respect. If we had to hit somebody or beat somebody up we wouldn't beat an old man or old woman or make him any harm. In our own stupid way we would maybe pick on somebody 25 or 30. We were about 13 or 14.

Graziano related that he was arrested for the first time when he was only 11 years old. A policeman caught him robbing slot machines in the subway. The cop was "pretty rough." If

*"*Somebody Up There Likes Me: My Life So Far,*" by Rocky Graziano with Rowland Barber; Simon & Schuster, 1955.

purposes of this argument, we will take the "average American": because she reads about so-and-so's shampoo and because our great know-how has made it possible for almost the poorest people in this country to be able to afford those things at the dime stores if they don't get it at Elizabeth Arden's, she is attractive. The average American girl and boy have more schooling. Their minds are opened up to the fact that maybe there is a way to find an answer.

FADIMAN: Perhaps we should have examinations, as people do who want to be electricians or plumbers; they have to pass courses, and then they get a kind of certificate which enables them to be a licensed electrician.

ZILBOORG: Not a good electrician, just licensed.

FADIMAN: But at least they know something about electricity.

EMERSON: But of course, you do make that examination. Everyone does inside. There are very few people, even in runaway marriages who don't say to themselves, "Is this right?" And I think there are very few people cynical enough to marry thinking: "If this doesn't work, I can get out of it." Most people really basically say to themselves, "This is maybe the most important step of my life." They really try at the moment, and that's the kind of examination you pass.

FADIMAN: I think they do, but often they're incapable, particularly at a very young age, of making the constant series of difficult adjustments that marriage requires. To come back to your Greeks, Alistair, Aristotle it was who said that a man should be 35 and a woman 28 before marriage can be solemnized.

EMERSON: But Nature says no.

FADIMAN: Nature does say no, but Aristotle says yes.

COOKE: No, no, Nature has nothing to do with legal contracts; it's society.

ZILBOORG: Notice how we drifted from love, from the drug store, and finally into a sentimental sort of reunion towards marriage and families?

FADIMAN: I think it's very natural.

ZILBOORG: I don't object.

• • •

CONVERSATION, with Clifton Fadiman as moderator, is produced by Polly Cowan for Louis G. Cowan, Inc., and presented every Wednesday night over stations of the NBC Radio Network. "Love in America" was heard Oct. 23, 1954 and rebroadcast Aug. 31, 1955.

Cigarettes and Lung Cancer

(Continued from page 26)

tionship between smoking and cancer.")

DR. HESS: I think you have to depend upon the man who prepares the statistics more than anything else. You've heard the old saying that there are lies, damn lies, and statistics. You can make statistics do anything if you are interested in coming up with a certain objective.

Now, I don't mean to say that the statistics that are given to us on various things are incorrect, but very often the individual is so enthusiastic that he points at statistics to prove his point.

I don't think smoking cigarettes particularly has anything much to do with it (the rise in lung cancer). In the first place, we have, through scientific medical achievement, prolonged human life from an age of 37,

at the turn of the century, to 67 in the male of today and 72 for our women. That means that a very large proportion of our population are going to live in the cancer age, which is usually after 40.

The second reason is that we have a very much more improved scientific approach to diagnosis, and we are able to diagnose cancer today, particularly of the lung, much easier than we were able to diagnose it 15 or 20 years ago. In other words, we're discovering cancer today when 15 or 20 years ago we were unable to discover it until it was ready to kill.

I can't see where (smoking) has done me a great deal of harm. Cigarette smoking may be a smelly, dirty and very expensive habit. There have been periods when I have quit smoking, but all of my life I have smoked, and I have enjoyed smoking. I would rather, myself, live fifteen very, very active, productive years than live twenty-five years as a potato unable to do anything but just exist, and that isn't the object of scientific medicine. The object of scientific medicine is to increase the age with comfort. I think we should do everything in moderation. And I think that we should smoke in moderation, we should drink in moderation, we should eat in moderation. More people kill themselves by digging their graves with their teeth than by any other thing that we know of. I would say that if an individual is worried about his cigarette smoking, he should go to his family physician, and he should take the advice of his family physician as to whether he is smoking too much or whether he should stop smoking.

DR. CHARLES CAMERON (Medical Director, American Cancer Society): Now there is an unbecoming scepticism in some quarters of the value of statistics, and the statement is repeatedly made: "We must have laboratory proof." I'm not sure what the nature of this laboratory proof is. I assume the ultimate in proof would be the production of cancer of the lung in a living human being under conditions of experimental control. If that is the degree of proof which is required, I hope the experiment is never done. There is nothing in the entire world of science which demands that degree of proof.

I think that we can look back in medical history and cite a number of instances where statistics, a good deal cruder than the kind of statistics we're talking about here tonight, have succeeded in pointing rather directly at causes of disease well in advance of the laboratory indentification of those specific causes. For example, it was long known that milkmaids never got smallpox but they almost always got, as young girls, a little, unimportant lesion which was known as cowpox. And that led Jenner, on the basis of these statistical observations, to think that maybe cowpox immunized people against smallpox. That was the seed from which vaccination came, and today the efficacy of vaccination is accepted by every sane person.

Finally, I would remind you that the great London cholera epidemic of 1848 was abated by the incredibly simple device of removing the handle of the Broad Street pump when a single doctor noted that most of the people who had cholera had drunk of its water. I think we're very much in that position in respect of what we know about smoking and cancer of the lung today.

Now, there are those who would minimize the importance of the statistical evidence by saying: "But it is probably not the only cause." We are

not concerned at this point with whether it is the only cause or not. It may well not be the only cause, but if it is a cause of any moment at all, then we must find that fact out.

The Tobacco Industry Study

MURROW: The cigarette industry has insisted that no cause and effect relationship between smoking and lung cancer has ever been established. Nevertheless, the industry has appropriated a million dollars to be placed at the disposal of a Scientific Advisory Board. This is Timothy V. Hartnett, former President of a major tobacco firm and Chairman of the Industry Research Committee:

HARTNETT: Mr. Murrow, I would like to quote from a statement released at the time the Tobacco Industry Research Committee was formed. At that time we stated: "We accept an interest in people's health as a basic responsibility paramount to every other consideration in our business."

That's where we stand today. I would like to emphasize that the industry has assured the Scientific Advisory Board, individually and collectively, of complete freedom of action. They have extended the same freedom of action to investigators, who are free to present their findings or publish their findings without clearance or prior approval from this Board. The distinguished scientist, Dr. Clarence Cook Little, Director of the Jackson Memorial Laboratory of Bar Harbor, Maine, agreed to serve as our scientific Director.

PROGRAM II

MURROW (introducing interview with Dr. Little): Almost a million people are employed in the making of over 4 billion cigarettes a year. This year, however, there has been a change in the statistics. Filter-tips represented less than 2% of the total

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THE EXPERTS—PRO AND CON

These scientists appeared on *See it Now* as exponents of the theory that smoking causes or contributes to cancer of the lung:

DR. EVARTS A. GRAHAM, Professor Emeritus of Surgery at Washington University, St. Louis, and former president of the American College of Surgeons.

DR. CHARLES S. CAMERON, Scientific Director of the American Cancer Society.

DR. ERNEST L. WYNDER, head of section of Epidemiology, Sloan-Kettering Institute (New York) and originator of a study that produced skin cancer in mice painted with tobacco tar.

DR. CORNELIUS RHODES, Director of Sloan-Kettering Institute, New York.

DR. E. CUYLER HAMMOND, Yale University, who conducted the survey on smoking's effects for the American Cancer Society.

These scientists questioned the theory:

DR. CLARENCE COOK LITTLE, eminent cancer investigator, former President of the University of Michigan, now Director of the Jackson Memorial Laboratory in Bar Harbor, Me., and head of the Tobacco Industry Research Committee's Scientific Advisory Board.

DR. W. C. HUEPER, Chief of the Environmental Cancer Section, U. S. Public Health Service.

DR. PAUL KOTIN, University of Southern California Medical School, expert on air pollution.

DR. ELMER HESS, Erie, Pa., then President-elect (now President) of the American Medical Association.

DR. HARRY S. N. GREENE, head of the Pathology Department, Yale University Medical School.

These scientists also discussed current research programs:

DR. ROBERT N. DE PIUS, Chairman of the Industry Technical Group of the Tobacco Industry Research Committee.

DR. JOHN R. HELLER, Director of the National Cancer Institute, U. S. Public Health Service.

in 1952; in 1955 more than 20% are filter-tipped, and the figure is rising. There is a clear indication that the relationship between cigarettes and health has caused this change.

ARTHUR MORSE (See It Now's reporter): Dr. Little, have any cancer-causing agents been identified in cigarettes?

DR. LITTLE: No, none whatever, either in cigarettes or in any province of smoking as such. This is interesting, in a way, because there are many known cancer-forming substances in tar, and I'm sure that research in this field will continue. People are bound to look for cancer-causing agents in all kinds of material.

It's also interesting that certain of the published data seem to show an association between certain types of cancer, or perhaps cancer in general, and excessive use of cigarettes. Now, we are very interested in finding out what kind of people are heavy smokers and what kind are not. Not everybody is a smoker, not everybody who smokes is an equally heavy smoker; and what determines these selections on the part of people? Is it a different nervous type of person that smokes a great deal? Is it a person who's reacting differently to strain or stress—because it is very clear that certain people just "can't take it" as well as others, and the fact that they are of this type may very well mean that they've established certain habits; and it's conceivable, at least, that intensive and excessive use of any agent might be one of the habits they established.

The purpose of the (Tobacco Industry Research) Committee is to study in every possible way the relations between smoking and human health. The Committee has put at the disposal of the Scientific Advisory Board the first $500,000 and then doubled that amount, and I have every reason to believe that as the Scientific Board finds projects and plans that are worthwhile, that that does not represent the final limit of support.

None of the research is done in laboratories owned by the tobacco industry as such. It is all done at various colleges, institutions, medical schools, laboratories throughout the country. That's an important point, I think, because there might be an idea that the industry is trying to set up a limited or restricted piece of experimental work.

MORSE: Suppose the tremendous amount of research now going on, including that of the Tobacco Industry Research Committee, were to reveal that there *is* a cancer-causing agent in cigarettes. What then?

DR. LITTLE: Well, if it was found by somebody working under the Tobacco Industry's research grant it would be made public immediately and just as broadly as we could make it and then efforts would be taken to attempt to remove that substance or substances.

I'd like to say this, however: I have heard a sort of point-of-view that says, "Let's eliminate the agent in the tobacco that is harmful." Well, it seems to me that we can't possibly eliminate an agent that hasn't yet been identified or the presence of which hasn't yet been proved.

New Hammond-Wynder Reports

MURROW: Last week, Dr. E. Cuyler Hammond of the American Cancer Society reported on the statistical relationship of the smoking habits of 180,000 men to lung cancer in males. Timothy Hartnett, chairman of the Tobacco Industry Research Committee, charged that the re-

port ignores important environmental, geographical, physical and emotional factors. Others insisted that the incidence of lung cancer in city dwellers indicated air pollution was a primary cause.

Yesterday, in presenting a new report in the A.M.A. meeting at Atlantic City, Dr. Hammond included a survey—the survey including city dwellers to rural:

DR. HAMMOND: The findings are as follows:

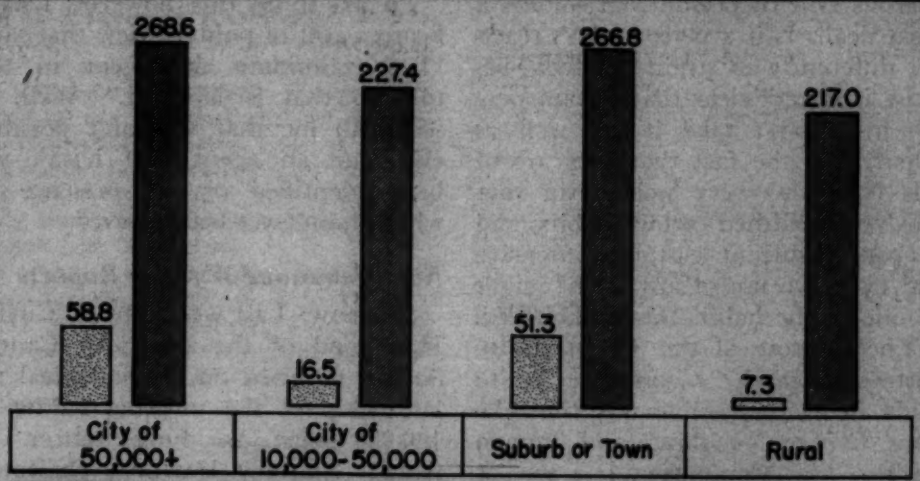
• Of those men who never smoke (we had 32,460 of them), 12 died of lung cancer—33 per 100,000. The occasional smokers had about the same death rate; so did the cigar smokers; men who smoked pipes only had a death rate about twice as high. But men who smoked cigarettes regularly at some time had a death rate of 245 per 100,000, which was about 7 times as high as for those who never smoked.

• The question has been raised as to whether the association between cigarette smoking and lung cancer occurs in rural areas as well as in urban areas. In order to determine this we divided the men into four groups: (1) those living in cities of 50,000 or more (such cities as Los Angeles, Pittsburgh, Chicago, Detroit, Buffalo and Newark); (2) men living in towns of 10,000 to 50,000; (3) men living in (smaller) towns and in suburban areas; (4) men living in strictly rural areas, such as farming districts in Iowa, Minnesota, Wisconsin, New York and other states.

The tall bars on the chart (reproduced below) indicate the death rate of the men who were smoking cigarettes regularly. Now you will note that these tall bars are about the same. The bar that's slightly the tallest is for the big cities. There the death rate for the cigarette smoker was 268.6 per 100,000. In rural areas it was a bit lower: 217.

Again, the small bars indicate the death rate of the men who never smoked. All of them are very small as compared with the cigarette-smoking rate. In other words, what matters is not where you live but how much you smoke.

• The question arises as to whether the damage, if any, done by cigarette-smoking to a particular man has



FIGURES atop bars represent number of deaths from lung cancer per 100,000 male population. (American Cancer Society chart)

already been done after he's smoked cigarettes for a number of years. If so, then giving up smoking would not lower the risk of lung cancer in such a man.

In our study there were 2,903 men who had once been regular cigarette smokers but had given it up at the time they were questioned. 22 men in this group died of lung cancer during the next 2½ years—that is (a rate of) 100 per 100,000 of them died. This would seem to indicate that giving up cigarette-smoking lowers the risk of lung cancer below that of men who continue to smoke cigarettes.

MURROW: A second report was read at Atlantic City yesterday. This study had been conducted collaterally by the Sloan-Kettering Institute. Dr. Cornelius Rhodes, head of the Sloan-Kettering Institute at Memorial Center, reports it for us:

DR. RHODES: Mr. Murrow, the conclusion is inescapable to me and to my associates that *a real relationship exists between the long-continued inhalation of cigarette smoke and the occurrence of cancer of the lung in man.* This is not an exclusive relationship; there are some cases of cancer of the lung—perhaps 1 in 5—which are not associated with smoking, but probably 4 out of 5, from the weight of the evidence, who have such an association at least.

Now, very much evidence backs this up. In the first place we've known for years that cancer of the lung is high among smokers. Secondly, no less than 14 separate scientific studies have been made in a number of different countries, all with the same result. There is a rare relationship between the duration and the amount smoked and the rate of occurrence of lung cancer. Thirdly, it is possible to make forward-looking studies: it has been possible in Great Britain and in this country to select large groups of the population, to classify them according to their smoking habits, to set up a prediction as to the rate of occurrence of lung cancer, and to see that prediction actually fulfilled in a very brief period of time.

Yesterday in Atlantic City, at the Annual Convention of the American Medical Association, Dr. Wynder presented a report on cancer of the voice-box of the larynx. This report was the result of an international study involving three countries. The results indicate that there is the same relationship, though not an exclusive one, between the use of tobacco and cancer of the voice box as exists between cancer of the lung and the continued inhalation of cigarette smoke. Indeed, in 209 individuals with cancer of the voice box, the larynx, there was only one non-smoker.

Dr. Wynder will summarize for you his studies dealing with the possibility of preventing cancer of the lung and the larynx in human beings.

DR. WYNDER: There are numerous aspects of preventive measures as far as cancer of the lung and cancer of the larynx are concerned. Among these, however, those directed against tobacco are of particular importance because we believe that some 80% of all lung cancer and larynx cancer cases now appearing in the American male could be avoided if it were not for smoking.

Among the preventive measures directed against tobacco we list:

(1) Moderation of smoking habits. Our data on relative risk indicate those smokers smoking more than half a pack of cigarettes a day begin to have an increased risk of larynx and lung cancer.

(2) Effective filtration. There has been in the literature, and particularly in cigarette advertising, much concern about effective filtration, and the American public has started to smoke filtered cigarettes to a great extent during recent years. It remains to be shown, however, what "effective filtration" means. Only further research can show whether any of the filtered cigarettes now on the market would effectively remove the ingredients in tobacco smoke responsible for the cancer-inducing action. In the meantime, it is our hunch that a mechanical filter that removes, let us say, 40% of the tar is more effective than one that removes only 10%. At any rate much more research must be directed along these lines.

In medicine, as in all other phases of life, we cannot overcome a problem by denying its existence: However, if the tobacco industry together with private researchers all over this country and all over the world would concentrate on the problem at hand, I am sure that we can solve it, and that practical means can be produced that will reduce the carcinogenic activity of tobacco on man.

Yale Findings Differ

MURROW: Part of Dr. Wynder's evidence is that he has grown skin cancer on mice using tobacco tar. For 10 years, Dr. Harry S. N. Greene, head of Pathology, Yale Medical School, has been trying to use tobacco tar to grow cancer on human lung tissue without success.

DR. GREENE: *I do not attach any fundamental significance to the statistics linking cigarette smoking to lung cancer.* In fact, any statistics that purport to show the cause-and-effect relationship should be taken with a grain of salt.

I don't believe a single agent is concerned in the cause of cancer at all; I think they are multiple in nature. Thus, in the case of cigarette smoking, it's quite conceivable that the cigarette smoke may act as an irritant in the lung and bring about changes in the epithelium; but the conversion of this change to cancer is only brought about by constitutional factors, and most cigarette smoking is not a constitutional factor. It is conceivable, of course, that the constitutional factor that makes one a heavy cigarette smoker might also be the same constitutional factor concerned in the conversion of the focus of growth to a cancer.

Q.—Do you believe that cigarettes play any role in the production of lung cancer?

No, I don't—certainly no more important role than the eating of tomatoes. We've been much concerned with that question in our laboratory for the past 10 years and have tested a variety of tobacco products, tobacco from a variety of brands of cigarettes, cigarette papers, and the cake and crud from my pipe. Our technique has been somewhat different from that used in other laboratories. In testing for substances that might produce cancer, it's been customary to paint these substances on the skin of adult mice. However, we have what I believe is a much more sensitive test object, and that is tissue from unborn mice.

The technique we use is relatively simple. The desired organ is dissected from an unborn mouse, impregnated or saturated with the suspected substance, and then this fragment is placed under the skin of an adult

mouse. It grows there—as a matter of fact if one does not infiltrate it with any foreign substance it grows progressively and persists throughout the life of the animal to form an organ very much like its adult counterpart.

Now, if such tissue is saturated with one of the ordinary cancer-producing substances such as the coal tar products, cancer occurs in the fragment in about 30 to 40 days in almost 100% of cases. But in the models that have been infiltrated or saturated with the tobacco products there is no change whatsoever from normal.

There is an added advantage in using embryonic tissue, for embryonic tissue can be transplanted successfully into foreign species. It's possible, for example, to transplant any organ or tissue from a human embryo if that is obtained before the fifth month of pregnancy. Thus, human tissue becomes available for experimentation.

Now, when we take embryonic human lung and saturate it with these same substances and transport it to laboratory animals, nothing whatsoever happens to that lung that doesn't happen normally.

As I've said, we have used a great variety of tobacco products in this test, used a great many animals—more than 800—and have held the animals for more than a year, but not in any single case have we found anything in the transplant remotely resembling cancer. As a matter of fact, not only have we used the standard extracts of tobacco but we've used some of the tar that Wynder successfully produced cancer with in adult mice in the Washington University experiments. But in no single instance has any evidence of cancer been found.

MURROW: If cigarettes cause cancer, it still must be determined what it is in the cigarette that does the damage. Dr. Charles S. Cameron explains:

CAMERON: Of course this is not to say that strenuous efforts should not be made to develop laboratory evidence supporting or denying the statistical data. The American Cancer Society has recently appropriated ½ million dollars to carry on such studies. A research plan which might be expected to give important information bearing on this subject is shown here [on chart]. Using as the starting point the experiments of Dr. Evarts Graham and Dr. Ernest Wynder which showed that the tar derived from cigarette smoke would produce cancer on the backs of mice, it becomes important to find out whether the same tar will produce cancer in the skin of animals other than the mouse, and in tissues other than skin. It is also important to find out whether the smoke itself will produce similar effects.

But in the meantime it is necessary to break down the tar into its component chemical compounds to find out whether they, individually, are responsible for this cancer-producing effect. Having demonstrated that they are, if that proves to be the result of the experiment, it's then necessary to isolate each of these compounds. Having identified them and isolated them, it would be necessary then to determine whether they are actually present in smoke. If so, are they present in the processed cigarette, are they in the paper wrapper? . . . in the crude leaf? . . . in the insecticide with which the leaf was sprayed? . . . in the additives which are put in to improve quality and flavor?

MURROW: As Dr. Little said earlier, all of the research of the Tobacco Institute Research Committee is done independent of the cigarette companies. Nonetheless, each major cigarette producer has been conducting its own experiments on this problem. This is

the Richmond Laboratory of one of the major producers.

DR. ROBERT N. DE PIUS (chairman of the Industry Technical Group of the Tobacco Industry Research Committee): Our primary objective is to analyze all the components of smoke. Of course we do a great deal of research on analysis and technology of tobacco itself; but even if we knew all the components of tobacco we still would not know the components of smoke, and since smoke is what we sell, we feel that we should emphasize this phase of research.

After we have produced the smoke and separated it into fractions, the next step is to identify these fractions . . . either photographically or on the oscilloscope. Using these instruments, we have isolated and identified some three dozen components of smoke. Many more will be identified. As we find these components we publish the results of our work in technical journals which are available to any scientist in any part of the world. So far we've found none that have given any cause for concern. If we do find any we consider harmful, and so far we have not, we'll remove these from smoke and still retain the pleasure of your favorite cigarette.

Conclusion: Open Question

MURROW: Up to now there has been no statement from the Public Health Service on this problem. We asked Dr. John R. Heller, Director, National Cancer Institute, U. S. Public Health Service, to comment:

DR. HELLER: I have been asked by the Surgeon General of the United States Public Health Service to indicate our interest and activity in the increasing problem of lung cancer. There seems to be, without any doubt, a reasonableness that the risk of applied lung cancer is greater among smokers than in non-smokers. We do not say that smoking is a cause of cancer. There are other factors such as air pollution that may be quite important in the cultivation of lung cancer. It is possible that heavy cigarette smoking may be one of these factors. It is possible that hormonal imbalance may be still another factor, and there may be still additional ones about which we know little or nothing; only time will tell. Some have advanced the idea that cigarette smoking, or heavy cigarette smoking in particular, may be compared to a trigger mechanism in which the individual has a susceptibility to lung cancer, and the interaction of these forces may be in such a fashion that cigarette smoking may be the very one that pulls the trigger, and there results what we know as lung cancer.

After all, here at the National Cancer Institute we have scientists who disagree about many things, and in this problem of the relationship of the possible causation of lung cancer by cigarette smoking, our scientists are pretty well divided.

MURROW: We have no credentials for reaching conclusions on this subject. In the course of our research we were impressed by the disposition of scientists of different views to collaborate, to pool their knowledge, to whet their minds one against another. There is controversy and a vast area of ignorance, and there is—as we hope you have seen—a determination to acquire knowledge, which is the only ground upon which opinion and action can be based.

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unwise and how dangerous it might be at this particular time for him to indicate that he is not going to be a candidate.

BROOKS: Others can play coy then, is that right?

DESAPIO: No, I don't subscribe to the theory they should.

SPIVAK: You mean then, Mr. DeSapio, you think Stevenson, if he is going to be a candidate, ought to declare he is or he isn't?

DESAPIO: Any serious potential candidate, in my belief, should indicate that he is anxious for this office, and he would be happy to have it if his party afforded him the opportunity.

SPIVAK: The polls that have been taken, I think, pretty unanimously say if it were Eisenhower vs. Stevenson today, Eisenhower would win about the way he did in '52.

DESAPIO: Well, I think we must concede, Mr. Spivak, that up until 1954 the President's program was absolutely nothing. I think he was under the domination of the senior members of his party, who controlled these various committees, and practically made both the President and Mr. Dulles a captive. And only since the election of a Democratic Congress has there been any positive performance in behalf of the President's program.

SPIVAK: Well then, you think that the President's position has improved recently?

DESAPIO: Only by virtue of the assistance that he has received from a Democratic Congress, so therefore, my reasoning is this: If those are the issues that are going to present themselves in 1956, the question resolves itself, who is to get credit for what?

• • •

MEET THE PRESS, with Lawrence Spivak as producer and permanent panelist, is heard Sundays at 6 p. m., Eastern time, over the NBC TV and Radio Networks.

The Republican Viewpoint

Republican Natl. Chairman Leonard W. Hall on *Face the Nation* (CBS TV-Radio) July 31: "Today, 165 million people are enjoying great prosperity. They are enjoying it with peace in the world. They have seen, also recently, further proof that we have in the White House the leader of all the free nations in the world. Those nations under his leadership have taken the initiative away from the Soviet and the satellites with relation to the drive for peace. In a climate like that, in my opinion, it looks good for the Republicans. We have had cooperation from the Democrats in Congress on foreign policy. That is nothing new in our history because every Democrat, when he speaks, gives credit to Arthur Vandenberg for his cooperation in foreign policy when Mr. Roosevelt was in power. But . . . we would have had a road program today if we had a Republican Congress . . . we would have a school program today. So I want to repeat: Give them credit for cooperation on the foreign front, but they have, as of the moment, not given us essential parts of the Eisenhower program which I think the people want."—*From* FACE THE NATION, (currently CBS Network, Sunday, TV 5:30 p.m., Radio 10:05 p.m., Eastern times).

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IN THE EYE OF A HURRICANE

by EDWARD R. MURROW

Excerpt from EDWARD R. MURROW AND THE NEWS
CBS Radio Network, Aug. 10, 1955.

So that other people may be warned, a few men in the U. S. air forces make it their business to track approaching hurricanes by riding them out in airplanes. Last year, Edward R. Murrow went along on such a mission with the crew of an Air Force B-29 that flew into the calm dead-center, the "eye," of a hurricane called Edna. His account of the experience was rebroadcast last month on a night when the East Coast, from the Carolinas to Cape Cod, was braced for the approach of a similar storm called Connie.

This is Murrow's description of the flight through Edna, beginning as the plane approached the hurricane:

We went down to 7,500; surface winds now estimated at about 60 miles an hour. Flew right along the top of a flat cloud with the feeling that if the pilot let his wheels down he'd leave a track in it. The next time we saw water, the wind was cutting the top off the white-caps, and there was a thin gauze of spray as far as we could see. Then into the cloud again and that ghostly gray light that seemed to rub off on the faces of the crew members and cause them all to look as though they were ill and hadn't slept for a long time.

The radar kept reaching out, looking for Edna's eye. It showed a high bank of clouds to the right and to the left. We were flying blind in that gray stuff in a sort of valley between. Suddenly there was a hole in the clouds, maybe a quarter of a mile across, and at the bottom there was foam. It was like looking down a deep well with a huge egg-beater churning up milk at the bottom.

We flew on, and then began the real search for the eye of the hurricane. There were sudden changes in temperature, more rain. Radar reported. The engineer reported. The navigator wanted to know if anybody could see surface winds. The radarscope didn't show anything, and we were bounced around a little.

The skipper said, "There's a storm around here somewhere. Let's go find it." The navigator asked for a turn to the left, and in a couple of minutes the B-29 began to shudder. It was a twisting, tortured, ringing sort of motion. The co-pilot said, "I think we're in it." The pilot said, "We're going up," although every control was set to take us down. Something lifted us about 300 feet and the pilot said, "We're going down," although he was doing everything humanly possible to take her up. Edna was in control of the aircraft. We were on an even keel but being staggered by short, sharp blows. Then we hit something with a bang that was audible above the roar of the motors, and more than one man flinched. It was a solid sheet of water. Seconds later, brilliant sunshine hit us like a hammer, and a little rainbow spun off the starboard outboard prop, and someone shouted: "There she is," and we were in the eye.

Calm air, flat calm sea below. A great amphitheater, round as a dollar with white clouds sloping up to

25 or 30 thousand feet. The water down below looked like a blue alpine lake with snow-clad mountains coming right down to the water's edge. It was a great bowl of sunshine. Someone, I think it was the right scanner, shouted: "So help me, there's a ship down there!" And there was, right in the center of the eye. We guessed her to be a 10,000-ton merchant ship, moving very slowly in that calm water with only a thin feather of wake behind her. She appeareed to be in no trouble, but trouble was inevitable sometime because she was surrounded by those cloud mountains and raging water.

The eye was 20 miles in diameter. We went down to 1,500 feet and flew back and forth across it, making shallow penetration to the storm area. The temperature went up 14 degrees. The altimeter said 4,000 feet, but we were actually at 1,500. The civilian weather officer aboard looked at Edna with a clinical eye and said: "She's a copy-book hurricane, beautifully formed." We took her temperature, measured her speed, threw overboard scientific gear which might help to chart her future movement, while we continued to fly around in the calm at the bottom of that funnel of white clouds.

The eye of a hurricane is an excellent place to reflect on the puniness of man and his works. If an adequate definition of humility is ever written, it's likely to be done in the eye of a hurricane.

☆ ☆ ☆

A Case Against Divorce

By Howard Whitman

WE'RE DIVORCING couples in the United States at the rate of about 400,000 per year. This means that every day, on the average, more than 1,000 couples are seeing their marriages come to an end. Young couples who rush into divorce during the early years of marriage account for the bulk of the increase.

George Barnard Shaw once pointed out: "When two people are under the influence of the most violent, most insane, most illusive and most transient of passions, we cannot expect them to remain in that excited, abnormal and exhausting condition continuously until death do them part. Quite the contrary. We expect them to grow to a mature, deep and meaningful relationship which no longer must feed upon infatuation but rather will thrive upon something called love."

This does not occur by magic. It takes some working; it also takes a whale of a lot of patience, and this is what the modern couple too often lacks.

When we look at divorce statistically we see a graph which is formidably top-heavy in the early years of marriage. Twenty-four percent of all divorces occur in the first five years of marriage, 60 percent in the first seven years. These are the years of adjustment, and the figures show how many couples are walking out on marriage without even waiting to get adjusted.

From a report on NBC Radio's WEEKEND. Mr. Whitman is a nationally prominent authority on social problems, medical broadcaster on NBC Television's HOME SHOW, author of numerous books, magazine articles and syndicated newspaper series. WEEKEND, the Sunday Magazine of the Air, now superseded on NBC Radio by MONITOR, was produced for NBC News by Arthur Wakelee.

By contrast we see that when a couple has been married for ten years the incidence of divorce drops to one-fifth of what it was during the first seven years; and when they have been married 20 years the incidence of divorce drops to one-twelfth. These people sweated out the years of adjustment, and certainly a great many of them are reaping the rewards in happy, enduring marriage.

Many couples, of course, would deny that their divorces are hasty or ill-considered. They simply contend that the marriage didn't work out and that it seemed far better to them to start anew with another mate than to live a lifetime of unhappiness. But what do the facts show? A study of divorce in the states of Iowa and Missouri concluded: remarriages are not as enduring as first marriages, and the probability of divorce rises with each successive marriage. When one has established a pattern of quitting in his first marriage he is likely to quit even sooner on his second, and sooner on his third.

An Ohio judge, recognizing that many couples were about to take a step they would deeply regret, tried an experiment. Ohio law requires that six weeks must elapse between the time a divorce petition is filed and the date on which a decree is signed. The judge arranged his court docket so that this period was stretched from six weeks to six months. Couples simply had to wait. The revealing result was that 20 per cent of the couples who had filed for divorce decided during the six-month waiting period not to go through with it.

Judge Julius H. Miner of Chicago gave the idea an exhaustive test last year. "Some couples think their troubles are insurmountable," he contended, "but they do not realize what great recuperative powers marriage has." And so he experimented with a cooling-off period—a requirement that all couples seeking divorce must cool off for at least 60 days. The result? During the nine months this requirement was in effect divorces dropped from 11,000 to 7,000—a decline of approximately one-third. Legal technicalities prevented the experiment from being made permanent but in many localities new laws are being written and old laws amended to make such cooling—off periods legally enforceable.

Even without legal safeguards, many a marriage could be saved if the couple themselves would recognize a basic fact: The course of true love never does run smooth. Case studies indicate that nine out of ten couples at sometime in marriage reach a point when one of them or both are ready to call it quits. But to the young couple, even though they may be weathering some of the difficulties of marital adjustment, all the signs seem to add up to a clear and simple warning: Stop, look—and stay married.

☆ ☆ ☆

Next month . . . in Radio-TV SCRIPTS

Buddhism—Prime Minister U Nu of Burma in an eloquent explanation of his faith (CBS-TV). . . . Trouble In The Theater—drama critic Walter F. Kerr diagnoses and prescribes for Broadway's chronic ailment—a lack of plays that make good shows (ABC Radio). . . . A Judge's Decision on Juvenile Crime—Boston jurist Elijah Adloh weighs the alternatives—firmness or leniency—in dealing with teen-age incorrigibles (ABC Radio).

"SEE IT NOW"

THE VICE PRESIDENCY - THE GREAT AMERICAN LOTTERY

October 26, 1955

NX54

1956

NEW YORK, NOV. 30.--(UP)--THE NATIONAL BROADCASTING COMPANY WON THE "SHOW OF THE YEAR" AWARD LAST NIGHT FOR ITS TELEVISION PRESENTATION OF "PETER PAN."

THE AWARD WAS ONE OF 30 PRESENTED AT THE 1955 SYLVANIA TELEVISION AWARDS BANQUET. IN A SPEECH, CHAIRMAN GEORGE C. MCCONNAUGHEY OF THE FEDERAL COMMUNICATIONS COMMISSION SAID SOME TELEVISION PROGRAMMING WAS MORE APPROPRIATE FOR THE "BARROOM OR MIDWAY" THAN THE LIVING ROOM AND ASKED VIEWERS TO DEMAND IMPROVEMENT.

"PETER PAN" WHICH STARRED MARY MARTIN AND CYRIL RITCHARD, WAS RECOGNIZED IN THE AWARDS AS "TELEVISION SHOW OF THE YEAR" AND AS THE "SHOW MOST ENTERTAINING TO THE WHOLE FAMILY."

OTHER AWARDS INCLUDED:

BEST TV SERIES -- "THE $64,000 QUESTION" ON CBS.

BEST PERFORMANCE BY AN ACTOR -- SIDNEY POITIER IN "A MAN IS TEN FEET TALL" ON NBC.

MOST ORIGINAL TELEPLAY -- "A MAN IS TEN FEET TALL" BY ROBERT ALAN ARTHUR.

BEST PERFORMANCE BY AN ACTRESS -- JULIE HARRIS IN "WIND FROM THE SOUTH" ON CBS.

BEST PERFORMANCE IN CLASSICAL ROLE--JOSE FERRER IN "CYRANO DE BERGERAC" ON NBC.

BEST PERFORMANCE, SUPPORTING ACTOR -- ED BEGLEY IN "PATTERNS," NBC.

BEST PERFORMANCE, SUPPORTING ACTRESS--MILDRED DUNNOCK, "A CHILD IS BORN," ABC.

BEST DRAMATIC SHOW -- "PATTERNS" BY ROD SERLING.

BEST COMEDY SHOW--"YOU'LL NEVER GET RICH" (PHIL SILVERS), CBS.

VARIETY ENTERTAINMENT--"ED SULLIVAN SHOW," CBS.

BEST MUSICAL SERIES-- "THE VOICE OF FIREESTONE," ABC.

BEST DRAMATIC SERIES -- "KRAFT TELEVISION THEATER," NBC.

BEST DOCUMENTARY -- "THE VICE PRESIDENCY" (MURROW), CBS.

NETWORK PUBLIC SERVICE -- "THE SEARCH," CBS.

LOCAL PUBLIC SERVICE -- "FOCUS ON DELINQUENCY," KNXT, LOS ANGELES.

LOCAL PUBLIC SERVICE (CITATIONS)--"OUR RELIGIOUS ROOTS," KPIX, SAN FRANCISCO; "DATELINE WASHINGTON," WDSU, NEW ORLEANS.

NETWORK NEWS AND SPECIAL EVENTS--PRESIDENTIAL NEWS CONFERENCE: AWARD TO JAMES C. HAGERTY, WHITE HOUSE NEWS SECRETARY.

LOCAL NEWS AND SPECIAL EVENTS -- WBZ, BOSTON.

K10A

SIN
Calkins, E E.

December 27, 1955

Dear Mr. Calkins:

This is just a note to say my thanks for your kind words about our SEE IT NOW program on the Vice-Presidency.

It is good to know that our efforts were so well received, and I appreciate your thoughtfulness in writing to me.

I am venturing to send you a book which includes some of our SEE IT NOW program.

With all good wishes,

Sincerely yours,

Mr. Earnest Elmo Calkins
580 Park Avenue
New York 21, New York

fe

EARNEST ELMO CALKINS
680 PARK AVENUE
NEW YORK
21

December 18, 1955

Dear Mr. Murrow:

As a near neighbor I think I may intrude sufficiently to tell you that I think "The Vice Presidency" is magnificent, a timely and constructive contribution to the political education of the country. As you may recall, I am totally deaf, and have never heard--or seen--a TV production, but Frank Stanton has sent me the brochure of the script, and even in print it is exciting reading. I am supposed to have had a good high school and college education, but much of this I never knew before. History had no time for vice presidents when I was young.

Cordially,

Earnest Calkins

EARNEST H. MOCALKINS
680 PARK AVENUE
NEW YORK
21

Call Back

December 18, 1958

Dear Mr. Marrow:

As a near neighbor I think I may intrude sufficiently to tell you that I think "The Vice Presidency" is magnificent, a timely and constructive contribution to the political education of the country. As you may recall, I am totally deaf, and have never heard--or seen--a TV production, but Frank Stanton has sent me the broadcast of the script, and even in print it is exciting reading. I am supposed to have had a good high school and college education, but much of this I never knew before. History had no time for vice presidents when I was young.

Cordially,

Earnest Mocalkins

Chrisman, H. J.
SI

H. JEWETT CHRISMAN
WINDYVIEW - R. R. 1
UNION, OHIO

October 27, 1955

Dr. Frank N. Stanton,
Columbia Broadcasting System,
485 Madison Avenue,
New York, New York.

Dear Frank:

I have just finished viewing Edward R. Murrow's SEE IT NOW on the Vice-Presidency of the United States.

Certainly this presentation performed a tremendous service for our country. While the results may be intangible and, perhaps, not apparent for years to come, a good seed has been planted and it will surely grow.

I want to thank and to congratulate you and Mr. Murrow and all those who had a hand in bringing this program to us.

Sincerely,

cc: Mr. Edward R. Murrow

Nixon, Richard

RECEIVED
1960 OCT 18 PM 3:55
C.B.S. TRAFFIC DEPT. N.Y.

WU040 GOVT PD

SN WASHINGTON DC OCT 18 235PME

EDWARD R MURROW

WE HAVE YOUR LETTER OF OCTOBER 4 WITH FURTHER REFERENCE TO THE POSSIBILITY OF THE VICE PRESIDENT ACCEPTING YOUR INVITATION TO FILM HIS PART OF THE PROGRAM WHICH YOU PLAN TO PRESENT ON OCTOBER 26. HE APPRECIATED YOUR CONTACTING US AGAIN IN THIS REGARD BUT I REGRET IT WILL NOT BE POSSIBLE FOR HIM TO ACCEPT YOUR INVITATION

ROBERT L KING ASSISTANT TO THE VICE PRESIDENT

255P..

October 4, 1955

Dear Mr. Vice President:

I write again to renew my invitation of August 16th for you to appear briefly on a television program which will be presented from 9:00 to 10:00 pm on October 26th. This will be an historical study of the office of Vice President. We desire to put to you only one question which is this: "How, if at all, should the method of selecting vice presidential candidates be altered?" This same question will also be answered by Messrs. Truman, Barkley, and Wallace; and I feel that the program would be incomplete without your participation.

We could film your reply, if you are agreeable, in your office, at home, or in a studio. The whole procedure should not require more than ten minutes of your time. I do hope that in spite of the added burdens you are now carrying, you will find it possible to accept this invitation.

Sincerely yours,

The Honorable Richard M. Nixon
Vice President of the United States
Senate Office Building
Washington, D.C.

rh

EDWARD R. MURROW
485 MADISON AVENUE
NEW YORK 22, N.Y.

August 16, 1955

Dear Mr. Vice President:

The television program, SEE IT NOW, will be launched on a new basis this autumn, being done over CBS at a peak listening time and expanded to at least an hour in length. Mr. Friendly and I have chosen as the opening program to examine the history of the Vice Presidency and the proposals to change the method of nomination and election. We need both your counsel and cooperation on the important project. Could you let me come to Washington at your earliest convenience to discuss it. Since we expect to use the program by the end of October, I hope you will find it possible to see me within the next two or three weeks.

Sincerely yours,

The Honorable Richard M. Nixon
Vice President of the United States
Senate Office Building
Washington, D.C.

rh

August 16, 1955

Dear Mr. Vice President:

The television program, SEE IT NOW, will be launched on a new basis this autumn, being done over CBS at a peak listening time and expanded to at least an hour in length. Mr. Friendly and I have chosen as the opening program to examine the history of the Vice Presidency and the proposals to change the method of nomination and election. We need both your counsel and cooperation on this important project. Could you let me come to Washington at your earliest convenience to discuss it. Since we expect to use the program by the end of October, I hope you will find it possible to see me within the next two or three weeks.

Sincerely yours,

The Honorable Richard M. Nixon
Vice President of the United States
Senate Office Building
Washington, D.C.

rh

Seward, J.
SIN

CBS RADIO

Office Communication

to: Messrs. Murrow and Friendly cc: Mr. Harrison
Mr. Ryan

from: Mr. Seward

October 27, 1955

Messrs. VanVolkenburg, Harrison and I discussed yesterday the handling which should be given requests for films of THE VICE PRESIDENCY which you or others in the company may receive.

In the case of telephone requests, we believe you should inform the callers that we expect to have films available for distribution shortly but must first clear up a "film rights" problem as to a portion of the program; we don't know yet, however, what the cost of the film will be; that we would appreciate their confirming their interest by a letter and that we will advise them of the cost and other details as soon as possible.

Any letters you receive requesting the films should be forwarded to Thomas Ryan of the CTD Business Affairs Department who will follow through. You may wish to acknowledge some of the requests yourselves; Mr. Ryan will acknowledge in the instances that you have not done so.

J.M.S.

693

Smith, Senator Margaret C.

MARGARET CHASE SMITH
MAINE

APPROPRIATIONS
ARMED SERVICES

SIN

M. M/F4I

United States Senate

WASHINGTON, D. C.

November 18, 1955

Mr. Fred W. Friendly
"See It Now"
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, New York

Dear Fred:

I shall look forward to seeing a copy of "See It Now" book. Many thanks for sending it to me. I think it is better for the book to go to the gentlemen mentioned directly from you and Ed. Thanks for the thought.

Immediately after the program on the Vice-Presidency, I telephoned you and Ed at the studio -- you had left to go across the street and the man who answered said he would get the message to you at once. You mention the wire which was sent to make doubly sure you knew the reaction in Maine. It was excellent.

My best to you all, also the family,

Sincerely yours,

Margaret Smith.

SIN

November 14, 1955

Dear Senator Smith:

Ed and I both want to thank you for your enthusiastic wire about our program on the Vice-Presidency. The results have been very satisfactory, and the company is putting out a small booklet of the script which we will take the liberty of sending to you as soon as it is ready.

We are also sending you a copy of the "See It Now" book which is soon to be released by Simon and Schuster. It includes your interviews with Premier Nu, Generalissimo Chiang Kai-shek and Generalissimo Franco. We are about to send copies of the book to them, too, but if you would rather have them sent with your personal card, we will be happy to take care of the mailing if you will send the necessary cards to us. We are sending a copy of the book to Bill Lewis, also, and we hope you will both enjoy reading it.

See you soon.

Affectionately,

Senator Margaret Chase Smith
Senate Office Building,
Washington, D. C.

cc: Mr. Murrow

HUGH B. TERRY

Return To FRANK STANTON

Frank

~~ED~~
FRED

Accept Regret
Appropriate action
Background?
FYI File JSM
Note & return
Phone FS
Reply direct
Return to sender
Status? FC 11/14
Suggest reply
To discuss
Comment or
recommendation
Copy to FS
URGENT f/u

7.Y.

Hugh

Terry, Hugh B.
S I N

November 12, 1955

Dear Mr. Terry:

Thank you for the impressive file of letters on the SEE IT NOW Vice Presidency broadcast. We are holding them for Dr. Stanton's return to the office.

These letters certainly document your vigorous and effective efforts to add Colorado's most influential citizens to the SEE IT NOW audience October 26. I know Dr. Stanton deeply appreciated your help, and will be grateful to you for letting him read these enthusiastic comments about the program.

Sincerely yours,

Secretary

Mr. Hugh B. Terry
Aladdin Broadcasting Corporation
131 Speer Boulevard
Denver 3, Colorado

ww

RECEIVED
OCT 28 1955
F L Z

State of Colorado
EXECUTIVE CHAMBERS
DENVER 10/26-55

EDWIN C. JOHNSON
GOVERNOR

Dear Hugh

Thanks for calling our attention to the Ed Murrow "Vice President" show. It was well done and not only was good entertainment but brought home the importance of the Office of Vice President.

History is one of my hobbies and this program pointed up many interesting chapters of American history.

To say I enjoyed it would be an understatement! To say I was fascinated by it would still be an understatement!

There was some distortion naturally and some reflection on the character and personalities of some of the men who held the high office of Vice President but men and history are controversial so disagree with me if you

Sincerely and Gratefully
Ed Johnson

And Congratulations to Frank Stanton and CBS

The Central Bank & Trust Company

ESTABLISHED 1892

Denver, Colorado

ELWOOD M. BROOKS
PRESIDENT

October 27, 1955

RECEIVED
OCT 28 1955
K L Z

Mr. Hugh B. Terry
President and General Manager
Aladdin Broadcasting Corporation
131 Speer Boulevard
Denver 3, Colorado

Dear Hugh:

Thanks for your letter of October 24th calling my attention to your station's show Wednesday evening, October 26th at 6:00 P.M. I tuned in this show last evening and took in every minute of it. I say without hesitation, it was the most interesting show I have seen in many a day. I have always been fond of history so of course, this fact enabled me to enjoy it all the more.

I am sure the rank and file of people appreciate your putting on a show like this. It took a great deal of careful planning and no doubt incurred a lot of expenses.

Again thanking you for your thoughtfulness and with personal regards.

Sincerely yours,

Elwood

EMB:bhl

WALTER K. KOCH
931 FOURTEENTH ST.
DENVER 2, COLORADO

November 8, 1955

Dear Hugh,

At the latter part of last month you sent me a note regarding the Ed Murrow program on the vice presidency. I did observe that program and then left town.

I could not pass up, however, the opportunity of telling you how much I did enjoy it, how much real good it did, I believe, in focusing attention on a serious problem in our American political life, and in telling you that I feel that CBS has done an outstanding job and a great service to the American public in producing this program.

Sincerely,

Walter

Mr. Hugh B. Terry, President
Aladdin Broadcasting Corporation
131 Speer Boulevard
Denver 3, Colorado

One. Telephone Co
+
D. Chamber of Commerce

Office of the Mayor

City and County of Denver

CITY AND COUNTY BUILDING · DENVER 2, COLORADO

October 28, 1955

Mr. Hugh B. Terry
President and General Manager
Aladdin Broadcasting Corporation
131 Speer Boulevard
Denver 3, Colorado

Dear Hugh:

The whole family watched the program on the Vice Presidency. I certainly want to congratulate you on it and thank you for calling my attention to it in your letter of October 24th. It was certainly a tremendous production. We were all thrilled by it.

Very truly yours,

W. F. Nicholson
Mayor

WFN jb

RECEIVED
OCT 31 1955
KLZ
BY

UNIVERSITY OF DENVER
COLORADO SEMINARY
DENVER 10, COLORADO

OFFICE OF THE CHANCELLOR

RECEIVED
OCT 31 1955
K L Z

October 28, 1955

Mr. Hugh Terry, President
Aladdin Broadcasting Corporation
131 Speer Boulevard
Denver 3, Colorado

Dear Hugh:

Thank you for your letter of October 24th calling my attention to the documentary program on the Vice Presidency shown over KLZ-TV last evening. I had the pleasure of watching the program (with only one ten-minute interruption, which is a record!) and certainly enjoyed it. It goes without saying that the production was excellent; we have come to expect that from CBS in general and from Ed Murrow's programs in particular.

I thought the subject matter was most adequately handled. It was an excellent lesson in American political and administrative history.

Please accept my congratulations and those of the University of Denver for making this program available to our community.

Sincerely yours,

Chester

Chester M. Alter
Chancellor

CHARLES F. BRANNAN
1575 SHERMAN STREET
DENVER 3, COLORADO

November 1, 1955

Mr. Hugh B. Terry, President
Aladdin Broadcasting Corporation
131 Speer Boulevard
Denver 3, Colorado

Dear Hugh:

I appreciate your calling my attention to the Ed Murrow show last Wednesday. It was a most excellent program and one which must make you proud to be associated with CBS, Frank Stanton, Ed Murrow and the others of its staff.

We have sent for several copies of the script for the use of ourselves and our friends.

Best regards,

Charlie

CFB:lin

Charles F. Brannan

How about a re-run sometime?

CFB

RECEIVED
NOV 3 1955
KLZ
BY

ADOLPH KUNSMILLER, President
H. F. FEUCHT, Vice President
A. W. BROWN, Vice President & Cashier
J. E. MONTAGUE, Vice President
F. A. NAGEL, Vice President & Counsel
J. A. FITZPATRICK, Auditor

THE AMERICAN NATIONAL BANK
OF DENVER

DENVER 1, COLORADO

F. W. SCHAEFER, Assistant Cashier
J. M. HALL, Assistant Cashier
MAX SHERMAN, Assistant Cashier
OSCAR B. CARLSON, Assistant Cashier
BEN H. FREY, Assistant Cashier
W. G. McMAHAN, Trust Officer
JAMES R. WILLIS, Assistant Trust Officer

October 28, 1955

Mr. Hugh B. Terry, President
Station KLZ
131 Speer Boulevard
Denver 3, Colorado

Dear Hugh:

My deep appreciation for your effort in apprising Mr. Kunsmiller and myself of the superb Ed Morrow show held at 6:00 P. M. last Wednesday. This was a new high in KLZ's standards of excellency. How we'd love to have our bank's name attached to a show like that. Brother! who wouldn't?

Again, many thanks.

Yours very truly,

Vice President

HFF:sr

50th ANNIVERSARY

RECEIVED
OCT 31 1955
KLZ

REGIS COLLEGE
WEST 50TH AND LOWELL BLVD.
DENVER 11, COLORADO

OFFICE OF THE PRESIDENT

October 27, 1955

Mr. Hugh B. Terry
President & General Manager
Aladdin Broadcasting Corporation
131 Speer Boulevard
Denver 3, Colorado

RECEIVED
OCT 31 1955
KLZ

Dear Hugh:

It was good of you to write me on October 24th, calling my attention to last evening's hour long program on the Vice Presidency. I posted your letter on the faculty bulletin board, and there were thirty of our faculty who joined me in watching the program.

This program, undoubtedly, was one of the finest television presentations I have witnessed: informative, interesting and entertaining. I am confident that the faculty members who saw it join me in congratulating CBS, and, I, personally want to thank you for alerting me to see this outstanding program. With kind regards, I am

Sincerely,

Richard F. Ryan

RICHARD F. RYAN, S.J.
President

RFR:lb

OFFICE OF THE PRESIDENT

National Farmers Union 1575 SHERMAN STREET DENVER AMHERST 6-2601

October 28, 1955

RECEIVED
OCT 31 1955
K L Z

Mr. Hugh B. Terry
President
Aladdin Broadcasting Company
131 Speer Boulevard
Denver 3, Colorado

Dear President Terry:

Thank you for your letter calling to my attention the Ed Murrow broadcast of October 26 on the Vice Presidency. I was traveling on a train and therefore did not get to see this, but my wife did see it and was very enthusiastic about it. I hope that CBS plans to do more of this type of broadcast.

Kindest personal regards.

Sincerely,

JAMES G. PATTON
President

Denver — Rocky Mountain News 19 Dec 55

Looking In

...ks Like TV Moguls Seeking ...o Make Piker Out of Ol' Santa

By EARL WENNERGREN
Rocky Mountain News Writer

YES, there is a Santa Claus in Virginia—but he's about to lose his saintly solvency if television doesn't cease spiking the spirit of his Christian bounty.

We hear a lot of talk that Christmas should not be an isolated condition at the end of the year. It appears television has taken this literally with such personalities as Warren Hull, Hal March et al in the beard of Santa Claus.

Earl Wennergren

The result has been such abhorrent spectacles as **Strke It Rich**, where the dignity of individuals and families crumble in ruins before the lust for the dollar bill.

The Big Payoff raised the ante with fur coats and expense-free trips to Paris.

$64,000 Question took the giveaway out of the realm of reason and made an encyclopedic memory of a paying proposition. The nation has pounded down the gates to this show. It has captured a large audience faster than talent or a beauteous woman.

Then NBC tried to top it with **The Bg Surprise**, where $100,000 is the jackpot. Fortunately, we are spared this travesty in Denver since Channel 4, by good sense or prior contract, doesn't carry it.

Now, ABC-TV, forced into the ring with the maniacal money changers, is toying with a trio of ideas for a giveaway show to take the play away from the other two networks.

1. A gimmick to award contestant as much as $100,000 in cash if the person picks the right one from among 30 or 40 boxes.

2. A stake in a producing oil well.

3. A lifetime income of between $200 or $300 a month.

This has to be the end!

It is argued that the television moguls are giving the public what they want. Perhaps, unfortunately, that is so.

I keep believing, however, that men of attainment who have reached the circles of businessmen-sponsors and TV titans have the inherent realization that they can be sentinels of a nation's moral fiber when touching countless minds through the mass medium of TV.

Grandfather used to tell me that Santa Claus came but once a year; you worked the other days to swell the larder.

This Santa Claus-trend in television may be hatching a generation of vice presidents weaned on the sound of big money, who have no understanding of government.

caster with the insight of a dramatist, moved TV a step closer to adulthood by taking on "The Vice Presidency—the Great American Lottery" in an hour-long documentary study Wednesday night via Channel 7.

Aside from the significance of the subject, he proved TV is a medium for stirring thought on vital topics, not alone a funnel for flim-flam and fluff. It was excellently done.

The program traced the history of the office of Vice President from Colonial times to the Atomic Age, through its many low ebbs when lampooned by public opinion to more current decades when officials and the public began to look seriously upon this man who should be the "second best qualified" man in the federal echelon.

President Eisenhower and former Vice Presidents Alben W. Barkley, Harry S. Truman and Henry Wallace were interviewed for opinions on methods of selection. They differed in points, agreed upon one essential: The President and Vice President must be a harmonious working team.

No longer can such an important office be shrouded with Ben Franklin's comment: "If this office is created, I shall address him as 'Your Superfluous Excellency.'"

The program showed the efforts of months of research on the subject by a staff headed by Murrow and Producer Fred W. Friendly.

GOBEL HIMSELF: Gobel looked more like his old self again Saturday night. He got rid of the "mother" character which cramped his script the opening two weeks and went out to be "just Gobel," the comedian we knew his freshman year of TV.

Radio-TV business has belief that a "jinx" specter hovers over performers their second year. It's been touching Gobel. Maybe the shadow was enough to warn his writers and producers.

S & N Truman, Harry

September 9, 1955

Dear Mr. Truman:

Thank you for talking to me on the phone a few minutes ago. I am delighted that you will add your indispensable comment to our rather ambitious program on the Vice-Presidency.

Briefly, it is our purpose to do a study of the Vice-Presidency from its inception. We will dramatize such incidents as Tyler's first meeting with the Cabinet, but in all cases the dramatizations will be historically accurate based upon existing documents and sound research.

Near the end of this program, which will be presented at peak listening time during the third week in October, we purpose to put the same question to all living former Vice Presidents. The question being, "What change, if any, should be made in the method of selecting a Vice Presidential candidate?" We can film your answer to this question anytime at your convenience during the next two weeks.

I am delighted that this program happens to occur so near the publication date of your book. Your publishers have let me read that portion of it dealing with your selection of a Vice Presidential candidate. You have told the story in a masterful fashion.

Please convey my warmest regards to Mrs. Truman.

Sincerely yours,

Mr. Harry Truman
Federal Reserve Bank Building
Kansas City, Missouri

bc: Mr. Friendly

Worden, Clarence

COPY

Office Communication WCBS-TV

To: Arthur Perles

From: Clarence Worden October 5, 1955

Confirming our telephone conversation, will you please add 1,000 copies to your mimeograph order for the Teachers' Guide on the Vice Presidency Show on October 26. These are to be delivered to me at WCBS-TV, and, as you know, we will distribute them to the junior and senior high schools in our listening area. Please be sure of this station's fullest cooperation

CW

Copy to Mr. Murrow

"SEE IT NOW"

GRANDMA MOSES

and

LOUIS ARMSTRONG

December 13, 1955

SJN

Schedule Bd

CLASS OF SERVICE

This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION

TELEGRAM

W. P. MARSHALL, PRESIDENT

(24)

1201

SYMBOLS

DL=Day Letter

NL=Night Letter

LT=International Letter Telegram

The filing time shown in the date line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STAND... at point of destination

NA496 PD 4 EXTRA=NEW YORK NY 13 1009P

DEC 13 PM 10 24

EDWARD R MORROW AND FRED W FRIENDLY=

:CARE CBS-TV NYK=

:THANK YOU FOR THE MOVING AND EXCITING HOUR ON GRANDMA MOSES AND LOUIS ARMSTRONG=

BOB SCHEERER=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

S I N
Crosby, Bing

DECEMBER 13, 1955

MR. BING CROSBY
594 S. MAPLETON
HOLMBY HILLS, CALIFORNIA

INFORMATIVELY YOUR FRIEND AND MINE SATCHMO
ARMSTRONG DOING HALF HOUR TELEVISION PIECE
WITH ME TONIGHT SIX PM YOUR TIME THIS EVENING
STOP MERRY CHRISTMAS AND ALL THAT SORT OF THING
REGARDS

ED MURROW

52-043

Kallir, Dr Otto

June 24, 1955

Dear Dr. Kallir:

This will set forth our understanding, as we have previously discussed it.

1. On or about June 29, 1955, Murrow and Friendly (for CBS-Television) will film, in color and with sound, an interview with Grandma Moses at her home in Eaglebridge, New York.

2. This interview is being filmed for later broadcast on SEE IT NOW, and we would plan on broadcasting the edited film on or near the anniversary of Grandma Moses' birth in the Fall of 1955.

3. A color sound-on-film print, of the film as broadcast, in 16mm, will be furnished to Grandma Moses Properties, Inc. as soon after broadcast as is possible. If there are any film materials filmed but not used on the broadcast, copies of them will similarly be furnished. No charge will be made for the foregoing.

4. In the event that CBS-Television desires to re-run the Grandma Moses film at a later date, it may do so once by making payment to Grandma Moses Properties, Inc. in the amount of $3,000.

5. The Production and editing of the film will be the responsibility of Murrow and Friendly and shall be performed at no cost to Grandma Moses or Grandma Moses Properties, Inc.

6. It is mutually agreed that Murrow, Friendly and Dr. Kallir (representing Grandma Moses Properties, Inc. and Grandma Moses) have as their objective the production of a motion picture film which will sympathetically and best present Grandma Moses in a manner upholding the principles of good taste and professional reporting. In this connection Murrow and Friendly invite the consultant assistance of Dr. Kallir, and Dr. Kallir agrees to render such assistance.

7. CBS-Television and/or Murrow and Friendly may, for a period of six months following the broadcast of the film, seek and arrange for the theatrical and/or 16mm distribution of the "as broadcast" film, or an extended version thereof. If such an arrangement is consummated, the gross producers profits received by CBS-Television and/or Murrow and Friendly shall be divided 50 percent to Grandma Moses Properties, Inc. and

50 percent to CBS-Television and/or Murrow and Friendly.

8. If, after six months from date of broadcast, CBS-Television and/or Murrow and Friendly have not consummated a theatrical and/or 16mm distribution arrangement, Grandma Moses Properties, Inc. and/or Dr. Kallir will be free to negotiate thereforth. Any deal made will involve Grandma Moses Properties, Inc. as the principle entitled to all but ten percent of the gross receipts from any such distribution arrangement, the remaining ten percent accruing to the benefit of CBS-Television and/or Murrow and Friendly. However, no use of Mr. Murrow's name, likeness or voice may be made without his prior written wonconrrence.

9. No use, other than as hereinabove specified, will be made by either Grandma Moses Properties, Inc., Grandma Moses, CBS-Telsvision, Murrow and/or Friendly without specific prior consent of the others.

10. CBS-Television will cause the "as broadcast" and/or any extended versions of the film to be copyright in its name. At the expiration or sooner termination of any theatrical or 16mm distribution arrangement (s) for the film, or failing such arrangements at the close of the six month period referred to in #7 above, CBS-Telsvision will assign the copyright to Grandma Moses Properties, Inc. And in any event thereafter, Grandma Moses Properties, Inc. will be free to dispose of all secondary rights in the material other than those to which contracts have been made hereunder.

If the foregoing correctly reflects our understanding, kindly so indicate by signing and returning to CBS-Television the original and one carbon copy of this agreement, retaining the other copies for your files.

Yours very truly,

Fred Friendly

Dr. Otto Kallir
46 West 57th Street
New York, New York

Paley, Wm.
SIX

COLUMBIA BROADCASTING SYSTEM

Office Communication

to: MR. MURROW

from: Mr. Paley

November 8, 1955

If this hasn't come to your attention, you will note that WIDE,WIDE WORLD is planning on using Grandma Moses in their program on November 27.

This seems a shame since you are planning to have her on during your December broadcast of SEE IT NOW. I was just wondering if any commitment was made by Grandma Moses which would protect you against having her appear on television just prior to your show in which she will appear.

Phonied Paley

NY TRIBUNE NOV 7 1955

TV–Radio TODAY

By MARIE TORRE

Gary Cooper Says "Yup"!

Gary Cooper, the slow-talkin', fast-drawin' hombre of cinemaland, has at last said "Yup" to television men who have been on his trail for months.

The program of Mr. Cooper's choice is "Wide, Wide World," that far-reaching NBC show seen alternate Sundays. On Nov. 27, the cameras will move to the San Fernando Valley to show the actor on location for an Allied Artists' picture called "The Friendly Persuasion." The word from Hollywood is that Mr. Cooper will go to no sm[illegible] bl[illegible] make th[illegible] oc[illegible] p[illegible] Besides conversing with an interviewer, he also will sing—which is a talent he has withheld from his loyal movie fans all these years.

Marie Torre

As if a warbling Cooper isn't enough, "Wide, Wide World" will present on that same day another personality—**Mrs. Anna Mary Robertson Moses**, better known as **Grandma Moses**, and certainly one of the great ladies of this country.

The renowned artist will be visited in a private New York art gallery, where she will be surrounded with her paintings.

Cooper, incidentally, is also being sought to join the array of stars on NBC's Nov. 14 spectacular, "Dateline II," a salute to freedom of the press. If he makes up his mind not to do the spectacular, then the "Wide, Wide World" show will be his TV debut.

• • •

Laura LaPlante, who was starring in movies when most of us were tots, makes her first professional appearance in twenty-four years Sunday in "It's a Great Life." Playing an ex-movie star, she'll wear the same hairdo she had in movies, and the same coiffure she's used for thirty-five years. . . . For reasons unknown, **Gloria DeHaven** has bowed out of tomorrow night's "Milton Berle Show," and in her place goes **Kay Thompson**, the trim lady who used to cavort in night clubs with a quartet of male dancers. . . . A puzzler to NBC is "Frontier," the Sunday night Western series. A first-rate presentation with good acting and polished direction, it can't seem to draw an appreciable audience. . . . "The Tex and Jinx Show" on radio has been moved out of the afternoon schedule by "Weekday," NBC's daily eight-hour air program which premieres today. **Tex and Jinx** will occupy the 10:30 p. m. radio spot from today on.

• • •

ABC's long uphill fight to achieve equal status with free-spending CBS and NBC is slowly beginning to show results. According to the latest American Research Bureau report, ABC has moved from third to first place in network ratings for the 7:30 to 8 p. m. period, Mondays through Fridays. While ABC almost doubled its average ratings in the half-hour spot since last year, CBS and NBC ratings declined substantially. Largely responsible for ABC's bright outlook is "Disneyland." "Warner Bros. Presents" also has contributed a fair share of audiences.

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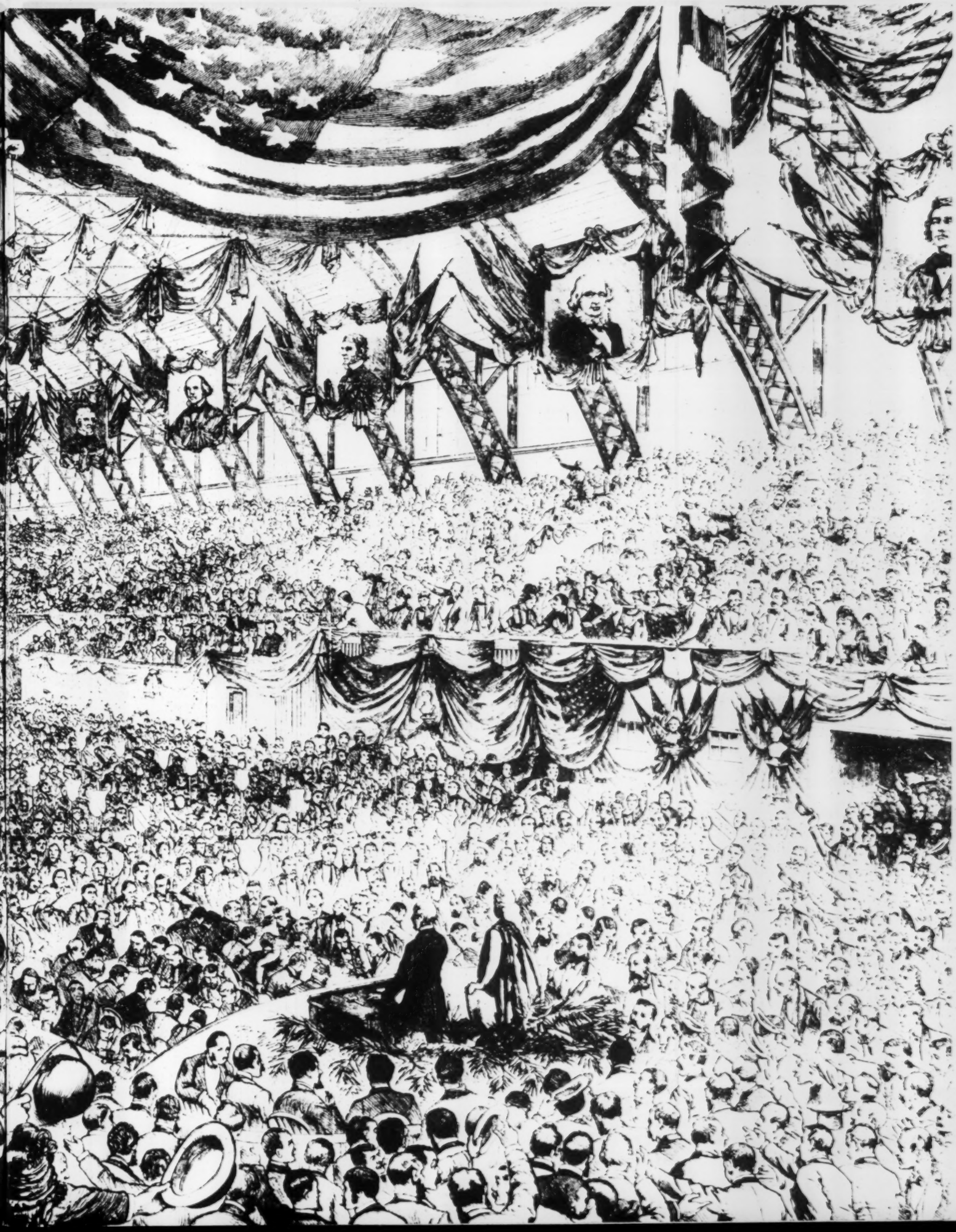
The Vice Presidency

BY THE PEOPLE
AND FOR THE PEOPLE



The *See It Now* report on the Vice Presidency was edited and produced by the partnership of Edward R. Murrow and Fred W. Friendly and a staff which included:

Historian

Prof. Irving G. Williams
St. John's University

Production

Palmer Williams
Don Hewitt
Fred DeCordova

Editorial

Raymond Swing
Edmund Scott
Jack Beck
Edward Jones

Cameramen

Charles Mack
Leo Rossi

Film Editors

William Thompson
F. H. O'Neill
Mili Lerner

Special acknowledgement is made to the Library of Congress and to the National Archives.

OF THEE I SING: Book by George S. Kaufman and Morrie Ryskind; Music and lyrics by George and Ira Gershwin; Copyrighted 1931 by New World Music Corporation: 1931-32 by George S. Kaufman and Morrie Ryskind; Copyright 1935 (acting edition) by George S. Kaufman and Morrie Ryskind.

THE VICE PRESIDENCY
the Great American Lottery

Broadcast on October 26, 1955 from 9 to 10 p.m. edt on SEE IT NOW

produced by Edward R. Murrow and Fred W. Friendly.

CBS TELEVISION, 485 Madison Avenue, New York

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SEE IT NOW: 5TH VOL. SHOW #1

CONVENTION CHAIRMAN: (*Convention scene, gavel raps*)

Delegates will please take their seats.

> **CONGRESSMAN CHARLES F. SCOTT:** Ladies and gentlemen of the Convention, I believe with the wishes of a vast majority of the Republicans in every State in the Union, I come to place before you—to place in nomination for the office of Vice President of the United States...

> **SENATOR LISTER HILL:** Mr. Chairman, delegates, alternate delegates, and fellow Americans, as I rise to nominate the next Vice President of the United States...

> **SENATOR TOM CONNALLY:** We want a man. We want no super man—no miracle man. This supreme hour calls for a man. (*Raises hand*)

EDWARD R. MURROW: The campaign of 1840 marked the first bandwagon type of convention in American history, and produced the first Vice President to reach the White House by accident of death.

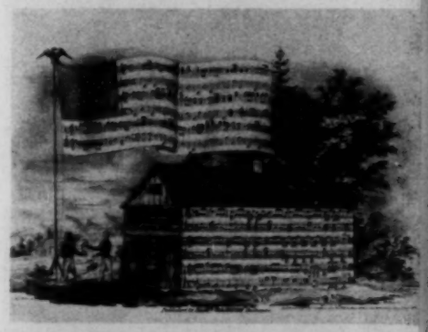
(*Convention Hall music in background*)

Since then, the United States has been governed twenty-one per cent of the time by men never elected as Presidents. In the twentieth century, almost one out of every three Presidents has died in office, and two have been seriously ill.

Many of the Founding Fathers fought against creating the Vice Presidency in the first place, and since then, party bosses have regarded it as a political graveyard—as a device to appease a special section of the Electorate. We, as a nation, spend the best part of a year selecting our Presidents; conventions have cast as many as 103 ballots before nominating a Presidential candidate. Most Vice Presidential candidates have been nominated on one ballot—often in a matter of minutes—in a half empty hall. The system *has* produced some worthy Vice Presidents, but at best it's a compromise, and at worst, it's a game of roulette with the nation's destiny. One Vice President served while under indictment for murder, another took bribes, another was drunk at his inauguration. One twentieth century Vice President had never been to Washington until elected. After the conventions of 1952, the Gallup poll reported that not one voter out of four knew the names of both candidates for the Vice Presidency... Richard Nixon of California, Republican... John Sparkman of Alabama, Democrat.

(*Music: "Wintergreen for President"*)

ANNOUNCER: Tonight, SEE IT NOW presents a study of the Vice Presidency; its rights and duties and history, edited and produced by Edward R. Murrow and Fred W. Friendly. In the next sixty minutes you will see former Vice Presidents Harry Truman, Alben Barkley, and Henry Wallace testify on the office...A film of President Eisenhower telling a press conference how his running-mate was selected...a re-enactment from the life of President John Tyler that changed the concept of the office...Carl Sandburg on the nomination of Andrew Johnson...Victor Moore as Vice President Throttlebottom in a classic scene from "Of Thee I Sing"...a visit to Independence Hall where the Vice Presidency was created... and the first campaign song in American History...



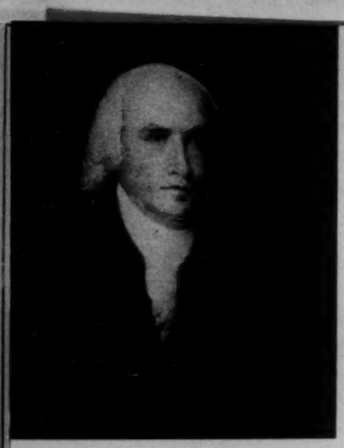
(*Music: "For Tippecanoe and Tyler, too*
And with 'em we'll beat little Van, Van, Van.
Van, Van, Van, Van
And with 'em we'll beat little Van." *Bell ringing)*

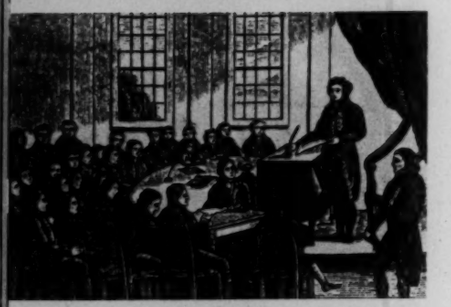
ANNOUNCER: Tonight's report begins in Philadelphia where the Vice Presidency began.

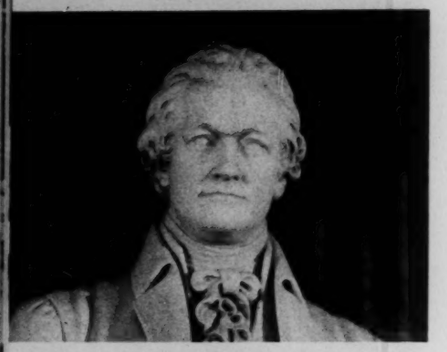
MURROW: Good evening. This is Independence Hall in Philadelphia. It was in this room that the Founding Fathers wrote the Constitution of the United States. Here, they created the Presidency, the Vice Presidency, the Legislative and Judicial Branches of the government, a system which has given us greater prosperity and more freedom than has ever before existed in the world.

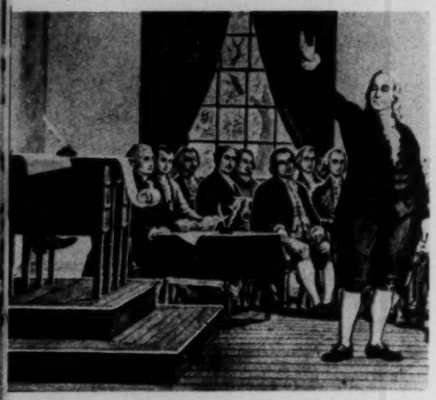
Here, in this room, the Founding Fathers, fifty-five of them, hammered out the Constitution of the United States. The Presiding Officer, sitting on that dais, was George Washington. He was chosen unanimously for the task, and his views and his prestige contributed much to the discussion of the Presidency and its duties.

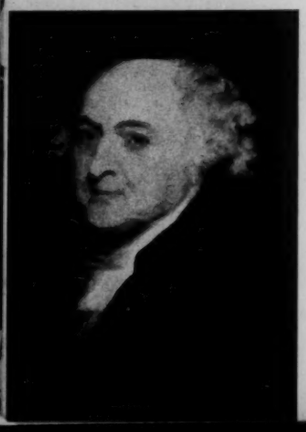
They knew the President was to be an important man but they didn't know just how important. In those days, mainly he was important to Americans—only about four million of them. Today, he is of paramount importance to about a hundred and sixty million Americans, in addition to which he is the leader of the coalition of the free nations, something the Founding Fathers never conceived of. The President is now as far from the hydrogen bomb as the telephone on his night table, and if the Presidency is of such great importance, the Vice Presidency must also be, because the two offices are separated one from the other by merely a heartbeat.











We don't know exactly where the various delegates sat during this Convention, but James Madison must perhaps have been sitting just here. In any event, he had to sit up close in order that he could hear, because his diaries represent most of what we know about what went on during that sixteen-week Convention. There was no press gallery—no reporters. They met behind closed doors.

Actually, the Presidency caused more argument at the Convention than anything else. At first, the Founding Fathers couldn't decide whether they wanted an individual or whether they wanted a Council or a Committee of some kind.

The Convention finally decided on a single person and then proceeded to wrangle over the way to elect him. Twice, they voted against his being elected by the people. It seemed to be just about settled that he would be elected by the Congress and that, perhaps, is why no mention was made of the Vice Presidency until much later in the Convention. The proposal for the President to be elected by Congress would have meant, of course, that in case of his death, the Congress could have elected a new President.

Well eventually, in order to wind things up, they referred outstanding matters to a sub-committee, that is, a committee of eleven —one from each State. They met over a long week-end and came up with a surprise. They threw out the election by Congress. They proposed the electoral college, and they proposed the Vice Presidency. Probably Alexander Hamilton was the Father of the Vice Presidency. The Convention debated it for one day. There was very considerable opposition. One, on the grounds that it was a needless office—and the other, there was very much concern about the proposal that the Vice President should preside over the Senate and vote in case of a tie. This was regarded as a dangerous merging of the Executive and Legislative functions of the government.

Ben Franklin is reported to have said, "I am against having a Vice President." He didn't say it in this room or at that Convention, but he went on to say, "If they insist upon having one, I shall address him as 'Your Superfluous Excellency'."

John Adams, when he became the first Vice President, did write to his wife, "My country has in its wisdom, contrived for me the most insignificant office that ever the invention of man contrived or his imagination conceived." One thing is clear. The Founding Fathers intended that the Vice President, after the President, should be the man next best qualified to be President. They provided that the man receiving the second largest number of votes should become Vice President. The exact language is provided in the Constitution. "In case of the removal of the President from

office or of his death, resignation, or inability to discharge the powers and duties of said office, the same shall devolve on the Vice President until the disability be removed, or a President shall be elected." The exact meaning of the Founding Fathers in these sentences was to become the subject of a bitter controversy over the Vice Presidency. Was it the powers and duties or the office that was to devolve upon the Vice President? But the system broke down when the two-party system appeared. This, the Founding Fathers had not planned on. At this point, the Constitution was amended.

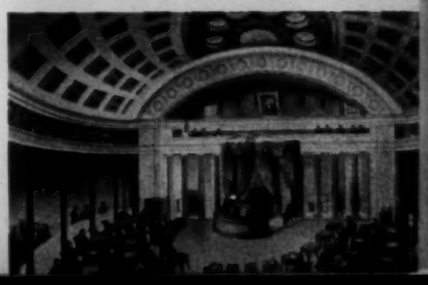
The Twelfth Amendment, adopted in 1804, called on the electoral college to vote separately for the Vice President. This was a far reaching change. No longer did the second best qualified man become Vice President but a second string party man was nominated and elected.

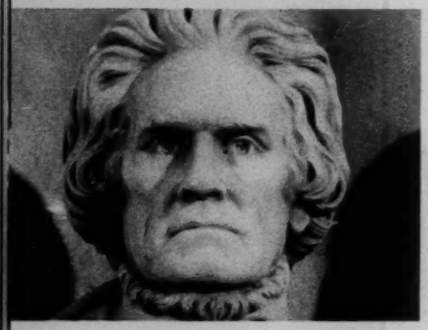
ANNOUNCER: This is the Capitol in Washington. The cornerstone was laid by President Washington in 1793, and when Thomas Jefferson was inaugurated in 1800, the building looked like this. The present massive Capitol has been built around it. This report on the Vice Presidency continues with Eric Sevareid at the Capitol.

ERIC SEVAREID: *(in Capitol)* The Senate originally met in a room in the basement and the House met here. And this plaque commemorates the first crisis in the election of a President and a Vice President. Ironically, Thomas Jefferson and Aaron Burr, who were supposed to end up as President and Vice President, ended up tied for the Presidency, and the House of Representatives cast thirty-six successive ballots in a bitter struggle before Jefferson could win a majority. In the present Senate Chamber, three-hundred feet north of here, Vice President Aaron Burr's bust is preserved right next to that of his bitter foe, Jefferson. Burr later shot Alexander Hamilton, the man who had conceived the office of Vice President. It was this Jefferson-Burr mix-up that caused Congress to write the Twelfth Amendment changing the electoral system, and it was then that the prestige of the office really went into decline.

For most of the next sixty years, the Senate met in this Chamber across the hall which in 1860 became the home of the Supreme Court. The first Vice President to serve in this room under the new system was George Clinton.

Once an illustrious Governor of New York, he was given the Vice Presidency. Now quite deaf and almost blind, he served out a second term and died in the crisis preceding the War of 1812.





By 1825, the Capitol had been considerably enlarged, and there was a small wooden dome. John C. Calhoun was the first Vice President since Jefferson to meet the original standards set by the Founding Fathers. But Calhoun, a man who knew what was important, was the only Vice President ever to resign. He left the dais of the Senate, under the eagle, to accept a Senatorial vacancy from his home State of South Carolina.

In 1832, Andrew Jackson was elected for a second term as President and Martin Van Buren was his running-mate. Van Buren was the only Vice President who ever presided with a brace of pistols beside him. Four years later, he achieved another distinction. He was the only Vice President since the Twelfth Amendment, to be elected President without first having succeeded on the death of a President—and that record still stands.

Van Buren's Vice President, Richard M. Johnson, is credited with having personally killed the great Indian Chief Tecumseh at the Battle of the Thames. He is credited with little else.

Now it is 1840. Webster, Calhoun, Clay, all sit in this Chamber—all aspire to the Presidency. For the first fifty-one years of the new republic, no President has died in office. Then the rollicking, boisterous campaign of 1840—and for the first time in American history, death was to test the Vice Presidency.

(Music: "Tippecanoe and Tyler, Too")

MURROW: In 1840, the Whigs passed over the obvious choices of Henry Clay and Daniel Webster and nominated General William Henry Harrison and John Tyler, an anti-Jackson Democrat, to run against the incumbent, Van Buren. "Tippecanoe and Tyler, Too" became the first campaign song in political history...

(Song: "Let them talk about hard cider and log cabins, too... It will only speed the ball for Tippecanoe and Tyler, Too"...)

Harrison got the nickname "Tippecanoe" from the battle at Tippecanoe. When the Democrats accused him of being a heavy drinker who would spend his term drinking hard cider in front of a log cabin, the Whigs turned it into their slogan—hard cider and log cabins. The Whig Party boss, Nicholas Biddle, told Candidate Harrison to say nothing at all to anybody and let no committee or town meeting extract from him a single word about what he thought or what he would do as President.

It worked. Tippecanoe and Tyler, too, won handily over Van Buren. At 69, Harrison was sworn in. He caught cold at his inaugural and one month later was on his way back to Ohio for burial.

John Tyler was in Williamsburg when the news came. He managed to borrow money for the trip and headed back to Washington. Tyler's temporary headquarters was at the lavish Brown's Indian Hotel on Pennsylvania Avenue. Here, on April 6th, 1841, John Tyler met the Cabinet for the first time. One Democrat sitting down with five Whigs, dominated by Secretary of State Daniel Webster. This was an artist's conception of the meeting. Now here is a brief dramatic impression of what the record says happened as the entire concept of the Vice Presidency endured its first test.

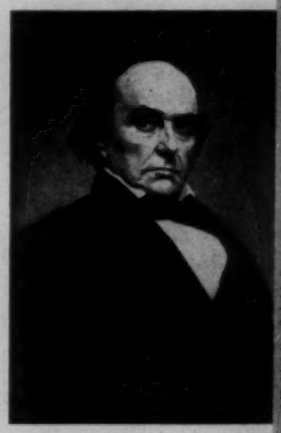
(*In drawing room at Brown's Hotel*)

TYLER: My first act upon arriving in Washington was to call on Chief Justice Taney. He is visiting in Baltimore and will not return for several days. Judge Cranch is prepared to administer the oath of office for me, immediately after this meeting.

WEBSTER: Mr. Vice President, I suppose you intend to carry on the ideas and customs of your predecessor, and the administration inaugurated by President Harrison will continue in the same line of policy under which it has begun.

TYLER: Custom, Mr. Webster?

WEBSTER: It was our custom in the Cabinet of the late President to act as a body with majority rule. The President presided over us and the custom and proceeding was that any measures whatsoever relating to the administration were brought before the Cabinet and decided by a majority vote, each member and the President having one vote.

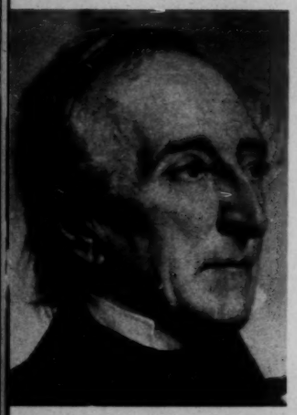


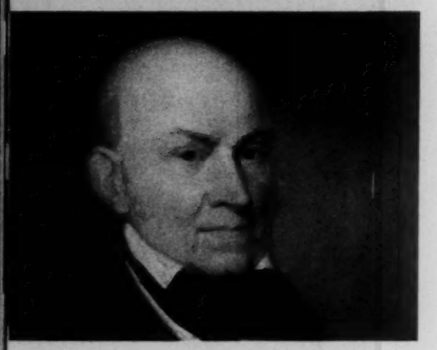
TYLER: I am very glad to have in my Cabinet such able statesmen as you have proved yourselves to be, and I shall be pleased to avail myself of your counsel and advice. But Mr. Webster, I can never consent to being dictated to as to what I shall and shall not do. I, as President, will be responsible for my administration. The final decision will be mine... as President. I hope to have your cooperation in carrying out its measure. So long as you see fit to do this, I shall be glad to have you with me. When you think otherwise, your resignation will be accepted.

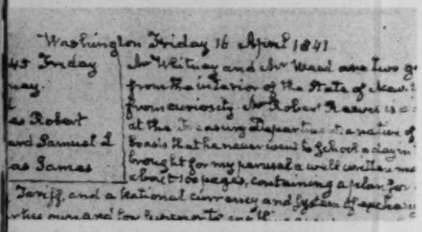
GRANGER: But, Mr. Vice President, there is considerable legal opinion...

TYLER: I am the President.

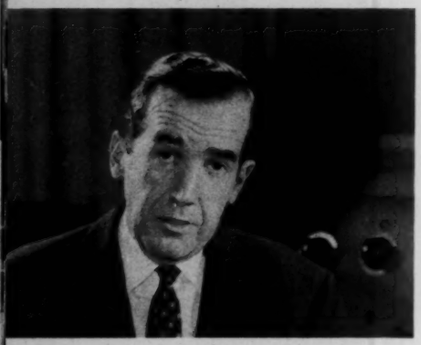
GRANGER: ... Mr. Tyler, there is considerable legal opinion that on the death of a President, the Vice President will act as President,







Washington Friday 16 April 1841



and John Quincy Adams, only yesterday, made reference to you as "Acting President."

TYLER: Mr. Granger, it is...

WEBSTER: Mr. Tyler, on Sunday, the Cabinet reached the conclusion that you would, while performing the functions of the President, bear the title of Vice President or Acting President.

TYLER: It is my conviction that the Constitution intends that the Vice President shall become the President with all of his rights and duties. According to the Constitution, the moment William Henry Harrison died, I became the President.

MURROW: Every Vice President for the next hundred and fifteen years can thank Tyler for his interpretation of the Constitution.

Later, John Quincy Adams, a former President and son of a President and Vice President, took the side of the Cabinet. Writing in his diary of April 16th: "I paid a visit this morning to Mr. Tyler who styles himself President of the United States and not Vice President which would be the correct style. It is a construction in direct violation both of the grammar and context of the Constitution which confers upon the Vice President not the office but the powers and duties of said office."

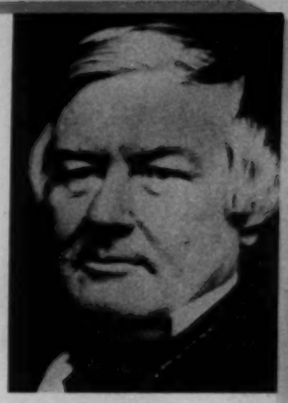
Tyler served as President for three years and eleven months—one of the stormiest administrations in history. Eventually, the entire Cabinet resigned. All told, Tyler ran through five Secretaries of War, three Attorneys-General, four Secretaries of the Treasury, four Secretaries of State, two Postmasters-General, and five Secretaries of the Navy. Later, there was a resolution in the House attempting to impeach Tyler, calling him "Acting President" only, but it was unsuccessful.

(Music: "For Tippecanoe and Tyler, too
They satisfy me, and they please you,
And with 'em we'll beat little Van, Van, Van.
Van, Van, Van, Van,
And with 'em we'll beat little Van.")

(Music: "Hail To The Chief")

MURROW: Five years after Tyler left the Presidency, a second Vice President was summoned to the highest office in the land by death. Another Whig General, Zachary Taylor, hero of the Mexican war, had won the election of '48. On July 4, 1850, he attended a celebration at the building site of the Washington Monument. Four hours of senatorial speeches in the hot summer sun were too much for him. He went back to the White House and cooled off with two

quarts of iced milk and ripe cherries. Five days later, President Taylor was dead of cholera morbus. He was succeeded by Vice President Millard Fillmore, another New Yorker—a pliable politician who ran a caretaker government until 1853, when he won neither re-election nor even nomination. For the next four years the nation was again without a Vice President. In '52, William King, aged 67, won the Vice Presidency on the Democratic ticket with Franklin Pierce. Too old and too sick to come to Washington for the inauguration, King was allowed to take the oath in Cuba, and died a month later without ever presiding as Vice President in the Chamber where his statue now stands.



Next came John Breckinridge of Kentucky, the youngest Vice President in history—35 when elected—and one of the best presiding officers the Senate ever had. He was runner-up to Lincoln in the fateful election of 1860. (They were putting the great iron dome on the Capitol now.)

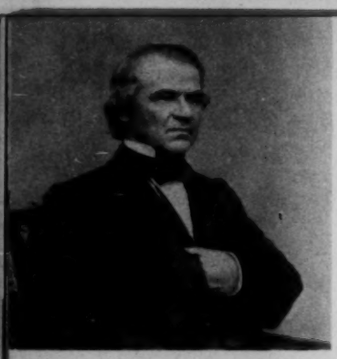
Lincoln's first Vice President was Hannibal Hamlin, a Senator from Maine, whom Lincoln had never met prior to nomination.

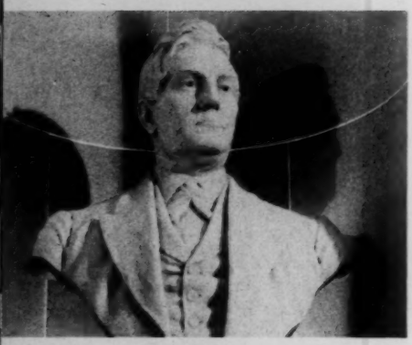
Four years later, Hamlin was dumped from the ticket for political expediency, and Andrew Johnson of Tennessee was the new running-mate. Inebriated at his own inauguration, (his friends said he was getting over a bad case of typhoid) Johnson served forty-one days as Vice President and then by the act of John Wilkes Booth, became President.

This is the tailor shop in Greeneville, Tennessee, from which Andrew Johnson came, and here is historian Carl Sandburg to tell how it was that Johnson became Vice President in the first place.

CARL SANDBURG: *(in Johnson's tailor shop)* Greeneville, Tennessee, and this is the tailor shop of Andrew Johnson who became the 17th President of the United States. This was his tailor shop. Over a hundred and ten years ago, he sat on this table here — sat cross-legged with his threads and needles. This is the shears he used — the identical shears that Andrew Johnson used. Somehow or other, he learned to read by himself without going to school, and he learned from his 17-year old wife.

Then came June the 7th 1864, the Convention of the National Union Party in Baltimore. And they nominated a ticket—Lincoln for President—Andrew Johnson for Vice President. And why did they nominate Andrew Johnson for Vice President? What were the facts and figures and considerations that led up to the nomination? First of all, he came from a Southern slave state and was a Democrat. From the very beginning of the war, the Lincoln administration had been afraid of the possibility of European intervention.





At something – at some turn of the war, the Union armies, if it looked as though they were going to lose the war, as though the war might go on forever and never end, it might be that there would be recognition by Britain or by France. But if it could be that in the November elections of '64, the news could be sent to Europe that the Vice President of the United States came from a Southern slave state, they could point to Andrew Johnson – and that was what happened. On March 4th, there was the inauguration—Lincoln sworn in for his second term as President, and Andrew Johnson sworn in as Vice President. Forty-one days after those inaugurations, Abraham Lincoln lay dead on a cot in the Petersen house opposite the Ford Theatre, and Andrew Johnson was sworn in as the 17th President of the United States.

What is to be derived from this whole affair of Andrew Johnson? Who would have been the second best man by way of ability? No one knows.The Convention would have had difficulties solving that, but the Convention didn't care particularly about the second best man in ability. They went after the man who had, politically and geographically, qualifications that they wanted.

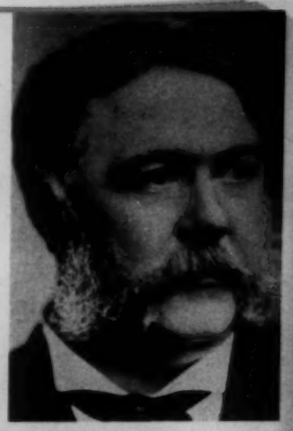
MURROW: In 1868, the Republicans tried to impeach Andrew Johnson. This is a ticket of admission given out by the Senate for the proceedings – proceedings which resembled a circus. Actually, Johnson was impeached by the House but failed of expulsion by the Senate by a single vote. Generally history has been kinder to Andrew Johnson than to his impeachers, but as Carl Sandburg said, he was never regarded or nominated as the second best qualified man.

In 1869, General Grant became President and Schuyler Colfax of Indiana became the first Vice President to be sworn in in the new Senate Chamber. Colfax also became the only Vice President accused of taking bribes, and he left the office under a cloud of scandal. By 1876 the Washington Monument, after considerable delay, was up to a hundred and fifty-three feet, and the period of the mediocre Presidents was upon us and the Vice Presidents were in tune with the times.

When Rutherford B. Hayes became President in the disputed election of 1876, his Vice President was William A. Wheeler. When informed who his running-mate would be, Hayes said, "And who is William Wheeler?"

In 1880, the winning ticket was James A. Garfield and Chester Arthur, Republicans. Once again the United States was to have a President through assassination. Four months after his inauguration, President Garfield was shot by a frustrated office seeker, as

he entered a Washington railroad station. Inventor Alexander Graham Bell was brought in to use his induction balance instrument to locate the bullet lodged in Garfield's spine. For two months while Garfield lay fighting for his life, neither Vice President Chester Arthur nor the country knew whether the President's rights and duties devolved upon the Vice President.



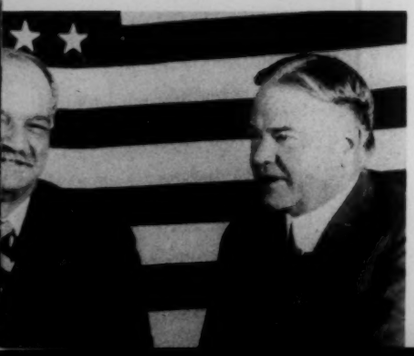
In September, Garfield died and Arthur spent the next three and a half years as President vainly trying to get Congress to clear up the confusion about the Vice Presidency.

President Cleveland's Vice President in 1893 was a politician from Illinois named Adlai Stevenson. The Washington joke was: "There goes the Vice President with nothing on his mind but the state of the President's health."

In 1901, William McKinley rode to the White House for his second term, and for the first time in 40 years there was a Vice President worthy of the office. In the words of William Allen White—they nominated Teddy Roosevelt "not to praise him but to bury him." Theodore Roosevelt, hero of the battle of San Juan Hill, was too unpredictable a Governor of New York for the Party bosses to handle, so they kicked him upstairs and out of Albany by nominating him for the Vice Presidency. Roosevelt, who wanted to abolish the office, fought it, but suddenly changed his mind and became a dynamic campaigner. Six months later, an assassin's bullet again changed the nation's destiny. President McKinley was shot while visiting the Buffalo Exposition, and as Republican Boss Mark Hanna said—"That damned cowboy is in the White House." Roosevelt proved to be an outstanding President and was doubtless an improvement on his predecessor.

Woodrow Wilson had the same Vice President for two terms, Thomas R. Marshall, perhaps best remembered for "What this country needs is a good five-cent cigar."

Later, Marshall's Vice Presidency ceased to be a laughing matter as the office became the center of the worst crisis since Tyler. Woodrow Wilson, a victim of a paralytic stroke, lay physically helpless for six months. The Constitution says that in the event of Presidential disability, his powers and duties devolve on the Vice President. But there was no machinery by which his illness could be certified. There was no Presidential assistant to decide which matters of state should be submitted to the sick President. Pressure was brought on Vice President Marshall to step in. He refused, apprehensive that a recovered President would one day denounce him as a usurper.



In 1920, both Parties put up an Ohio newspaper man for the Presidency. The Republicans chose Warren G. Harding, the Democrats, James M. Cox. Ironically, their Vice Presidential running-mates, Calvin Coolidge and Franklin Roosevelt, selected as afterthoughts, were destined to loom much larger in history. The Republican delegates, revolting against Henry Cabot Lodge's dictation, nominated Governor Coolidge, also of Massachusetts, on the first ballot. When Coolidge went to Washington to preside over the Senate, he had never seen the Senate in action, had, in fact, never even been to Washington, nor even left New England. He became the first Vice President to sit regularly with the Cabinet.

Two years later, Warren Harding passed into contemporary history, with a name so clouded by the treacheries of his friends that none would do it honor. For the second time in five administrations, the American people had a President by lottery.

Coolidge came down from Vermont for the Harding funeral, and was elected two years later for a term of his own. For the country, it was the plateau of roaring prosperity, and a quiescent, bucolic leadership characterized by "Silent Cal."

Coolidge's second-term Vice President was Charles "Hell and Maria" Dawes. He got off to a stormy start by lecturing the Senate on the evils of filibustering, and then turned down all suggestions that he sit with the Coolidge Cabinet.

(1928 Republican Convention)

CHAIRMAN: Charles G. Dawes receives 1 vote *(Under Murrow)* James W. Wadsworth 1 vote.

MURROW: In 1928 neither Coolidge nor Dawes chose to run, and the Convention took them at their word.

CHAIRMAN: Calvin Coolidge 4 and one-half votes. Joseph I. France 4 votes. Herbert Hoover eleven hundred and twenty-six and one-half votes. *(Cheers)*

MURROW: When Herbert Hoover was nominated as the Republican candidate for President in 1928, one of his most violent critics was the Senate wheelhorse—Charles Curtis of Kansas. But after Hoover had won the nomination, Curtis was delighted to become his running-mate. Will Rogers wrote: "I knew the Republican Party owed Curtis something, but I didn't think they would be so lowdown as to pay him off this way."

(Music: "Wintergreen for President")

MURROW: Between Charles Curtis and his successor, John Nance Garner, came a Vice President *not* to be found in the history books.

His name was Alexander Throttlebottom, and he was as much a part of the times as the depression, apple stands, soup kitchens, and the low ebb to which the Vice Presidency had sunk. Satire can be the most biting form of truth, and OF THEE I SING was political satire at its best. It won the Pulitzer Prize for 1931. Produced by Sam Harris—book by George S. Kaufman and Morrie Ryskind—music by George and Ira Gershwin—it is most richly remembered for President Wintergreen's forlorn little running-mate, Alexander Throttlebottom, played by Victor Moore. It opened December 26, 1931, and Victor Moore re-creates for us that scene from Act II, Scene I, when Throttlebottom was a tourist at the White House.

(Scene from "Of Thee I Sing")

GUIDE: This, ladies and gentlemen, is the Executive Office. You will probably find this the most interesting room in your entire tour of the White House. It is in this room that President Wintergreen signs the many laws that govern your everyday life, and from which he controls the various departmental activities. Here come various heads of government for daily consultation with the Executive, and to receive from him the benefit of his wide experience. It is in this room, ladies and—I beg your pardon, sir, but would you please stay over there? You see, we're personally responsible if anything is stolen.

THROTTLEBOTTOM: Oh, yes sir. Well, I wouldn't steal anything.

GUIDE: Thank you. Now, are there any questions?

WOMAN: Does the President reside here all the year round?

GUIDE: All the year round except when Congress is in session.

WOMAN: Where does the Vice President live?

GUIDE: Who?

WOMAN: The Vice President—where does he live?

GUIDE: *(Looking in book)* Just a minute, please. Vice-Regent, Viceroy, Vice Society. I'm afraid he's not in here.

THROTTLEBOTTOM: I could tell you about that.

GUIDE: What?

THROTTLEBOTTOM: I know where the Vice President lives.

GUIDE: Where?

THROTTLEBOTTOM: On Z Street—7214 Z Street. It's next to the last house on the right hand side of Z—way down to the end of Z Street.

GUIDE: Well, that's very interesting. He has a house there, has he?

THROTTLEBOTTOM: Well, he lives there.

GUIDE: All by himself?

THROTTLEBOTTOM: No—with the other boarders. It's a very nice place, too. It's Mrs. Spiegelbaum's. It's a lovely place if you like Kosher cooking.

GUIDE: Think of you knowing all that. Are you a Washingtonian?

THROTTLEBOTTOM: Well, I've been here since March 4th. I came down for the inauguration, but I lost my ticket.

GUIDE: You don't say. Is this the first time you've been to the White House?

THROTTLEBOTTOM: Yeah. I didn't know people were allowed in here.

GUIDE: You seem to know the Vice President pretty well. What kind of a fellow is he?

THROTTLEBOTTOM: Oh, he's a nice enough fellow when you get to know him, but—but nobody seems to want to know him.

GUIDE: What's the matter with him?

THROTTLEBOTTOM: Oh, there's nothing the matter with him—just Vice President. He don't talk much about it. I guess he's a little ashamed. You see, he's afraid that his mother will find out about it.

GUIDE: Well, how did he come to be Vice President?

THROTTLEBOTTOM: Well, they put a lot of names in a hat, and he lost.

GUIDE: What does he do all the time?

THROTTLEBOTTOM: Well, he sits in the park and feeds peanuts to the pigeons and the squirrels, and then he takes walks, and goes to the movies. Last week, he tried to join the library, but he needed to have two references, so he couldn't get in.

GUIDE: But when does he do all his work?

THROTTLEBOTTOM: What work?

WOMAN: Doesn't he preside over the Senate?

GUIDE: Well, sure he does. That's the Vice President's job.

THROTTLEBOTTOM: What is?

GUIDE: To preside over the Senate.

THROTTLEBOTTOM: Over the what?

GUIDE: The Senate. You know what Senators are, don't you?

THROTTLEBOTTOM: Yes. I saw them play yesterday.

GUIDE: Oh, no, no, no. I mean the Vice President presides over the Senate. It meets in the Capitol.

THROTTLEBOTTOM: When does it?

GUIDE: Now. It's going on right now.

THROTTLEBOTTOM: Well, how do you get to this place?

GUIDE: Street car at the door—right up Pennsylvania Avenue.

THROTTLEBOTTOM: I guess I'd better get up there right away.

GUIDE: Why?

THROTTLEBOTTOM: Well, you see, my name is Alexander Throttlebottom—and I'm the Vice President. (*Throttlebottom runs out of room*) 'Bye. Bye.

(Music: "Wintergreen for President")

MURROW: Speaker of the House John Nance Garner was one of the few serious Presidential contenders ever willing to accept a second place on the ticket. In 1932, when it became obvious that he could not beat Roosevelt, Garner, after the third ballot, released his delegates and F.D.R. was nominated.

Garner served two terms, and for the first four years, was a tower of political strength in pushing through the original New Deal legislation. Garner was quite content to be the number two man and promised that as long as he was Vice President he would never make a single speech, and, as this scene indicates, even F.D.R. couldn't coax him into one.

(Speaker's dais, Jackson Day Dinner, 1939—Garner, Roosevelt and others)

VICE PRESIDENT JOHN N. GARNER: Cap'n, I agreed with you when I went into the Cabinet I wouldn't make a speech, and I'm not a-goin' to make one now. *(Roosevelt laughs)*

MURROW: But later the honeymoon ended when Garner began to oppose the second term program as going too far.

Progressive enough and willing enough for the third term was Secretary of Agriculture, Henry A. Wallace. A future Vice President named Barkley asked a slightly reluctant Convention to make it unanimous.

SENATOR ALBEN W. BARKLEY: *(at 1940 Democratic Convention)* ...Henry Wallace unanimous—as many as favor the motion, say "aye" *(shouts of "aye")*—contrary, "no." *(shouts of "no.")* More than two-thirds having voted in the affirmative, the Chair declares the motion has been carried.

MURROW: As did Garner, Wallace sat with the Roosevelt Cabinet, and more than that, the President sent him as his eyes and ears abroad, making wartime trips to Latin America and China. He was also Chairman of the Board of Economic Warfare. But by 1944, it was obvious that Wallace was considered too much of a liability for renomination. Harry Truman, the Junior Senator from Missouri, went to that Chicago convention committed to nominate Jimmy Byrnes, and ended up by being told that *he* was Roosevelt's personal choice for the Vice Presidency.

After the fourth term victory, there was that cold, rainy morning when Roosevelt came back to Washington and rode beside the man who might have been, and the man who did become the next President of the United States.

PRESIDENT FRANKLIN D. ROOSEVELT: *(in open car with Truman and Wallace)* It's a very wonderful welcome home that you have given me on this rather rainy morning. A welcome home that I shall always remember. And when I say "welcome home," I hope that the —some of the scribes in the papers won't intimate that I expect to make Washington my permanent residence for the rest—residence for the rest of my life. *(laughter)*

MURROW: But Washington was to *be* his home for the rest of his life. Eighty-two days after the inauguration, Franklin Roosevelt was dead of a cerebral hemorrhage and Harry Truman was taking the oath of office, totally unaware that he was becoming the first President of the Atomic Age. Later, important critics in the opposition suggested that Mr. Truman was only "Acting President," as Tyler's critics had said in 1841. The issue was finally answered in the 22nd Amendment which confirmed Tyler's interpretation.

In 1948 two Democrats refused to concede that Dewey and Warren were unbeatable. One was Harry Truman who ran for President—the other was Senator Alben W. Barkley, aged 70, who ran for Vice President.

The "Veep," as he liked to be called, not only sat in the Cabinet, but became the first Vice President to be privy to the secret affairs of State as a statutory member of the National Security Council—thus becoming the first really well-informed Vice President in our history.

In 1952, Eisenhower, Taft, Warren and Stassen fought for the

Republican Presidential nomination. But there was only one candidate for the Vice Presidency, and it was Senator William Knowland of California who made the nominating speech.

SENATOR WILLIAM F. KNOWLAND: *(At 1952 Republican Convention)*... to present to this Convention as a candidate for the Vice Presidency of the United States, my junior colleague in the Senate, Senator Richard Nixon of California. *(applause)*

MURROW: On January 20th, 1953, Richard Nixon became the 36th Vice President of the United States.

VICE PRESIDENT RICHARD M. NIXON: *(taking oath)* So help me, God.

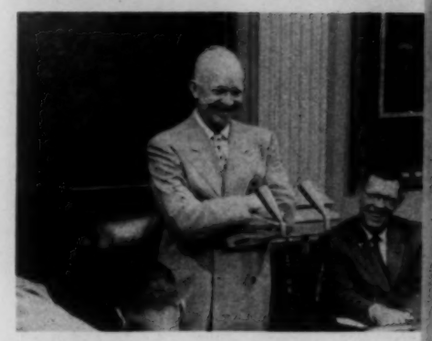
KNOWLAND: Congratulations, Mr. Vice President.

MURROW: He has been a busy one, and a useful one to the President who has constantly tried to enhance the prestige of the office. Like Barkley, he sits with the National Security Council and he also presides over the Cabinet in the President's absence.

On May 31, 1955, President Eisenhower told a news conference how Richard Nixon had been selected. James Reston of the *Times* asked the question.

PRESIDENT DWIGHT D. EISENHOWER: *(at White House Press Conference)* I would be glad to give it to you. As I reminded you people before, my experience in politics has been a little intensive even if short, and the first thing I knew about a President having any great—or Presidential nominee, having any great influence on the Vice Presidential selection was, I think, about the moment that I was nominated, and I wrote down—I said I would not do it, I didn't know enough about the things that had been going on in the United States; I had been gone two years, and so I wrote down five—the names of five or maybe it was six men, younger men, that I admired that seemed to me to have made a name for themselves, and I said, any one of these would be acceptable to me, and he was on the list.

JAMES RESTON: Mr. President, could I pursue that? Could you recall who were the five men *(laughter)* and secondly, what I was trying to get at was—what—what is your philosophy about the role of the nominee in the selection of the Vice President? Is it your view that the—the Convention is sovereign... it can pick anybody it likes, or should it, in your judgment, follow the recommendation of the Presidential nominee?



PRESIDENT EISENHOWER: Well, I would say this, Mr. Reston. It seems obvious to me that unless the men were—as chosen—were acceptable to the Presidential nominee, the Presidential nominee

should immediately step aside, because we have a government in this day and time when teamwork is so important, where abrupt changes could make so much difference, that if a President, later, is suddenly disabled, or killed, or dies, it would be fatal, in my opinion, if you had a tense period on, not only to introduce now a man of an entirely different philosophy of government, but he in turn would necessarily then get an entirely new Cabinet. I think you'd have chaos for a while, so I believe if there wouldn't – if there isn't some kind of general closeness of feeling between these two, it's an impossible situation – at least the way I believe it should be run. I personally believe that Vice President of the United States should never be a nonentity. I believe he should be used—I believe he should be—should have a very useful job, and I think that ours has. Ours has worked as hard as any man I know in this whole Executive Department.

MURROW: Next, we went down to Paducah, Kentucky, to ask former Vice President Alben W. Barkley what changes he would recommend in the manner of selecting Vice Presidents.

SENATOR ALBEN W. BARKLEY: *(In Paducah)* Well, I think that so long as you have the—the Convention system, and you have hot, warm, bitter contests for the nomination for President of the United States, the probability will be that the nominee for President, consulting his Party leaders after his nomination has been consummated, will continue to choose the Vice President according to geography or expediency or political conditions. Whereas, in a primary election where the people would choose both of the nominees, they would be in a position more deliberately, I think, to look at the qualifications of both the candidate for President and Vice President. Of course, I have long believed that there ought to be a popular nomination of both President and Vice President and his popular election rather than through the outmoded, antiquated electoral college system. I do not know that this reform or revision or change will come about in the near future, but our trend over the years has been gradually to give the people more power in the selection of their governmental officers. The Constitution was amended back in 1912, I think, to provide for the popular election of Senators rather than by the Legislatures.

That has been successful and the people would not think of changing back to the old legislative log rolling process by which Senators were chosen.

Now I've always felt, and I feel very strongly, that the people are just as wise in the selection of a President and Vice President as they are in the selection of a Governor or United States Senator, or their Congressman, or any other public officers whom they have

the right to choose, and therefore, I favor and have long favored a nation-wide primary election at which all the people in the given political Party can vote for the man whom they wish to nominate and wish later to elect as President of the United States, and the same rules would be applied to the Vice Presidency, and for the same reason I have long felt that the electoral college was an antiquated, outmoded piece of political machinery.

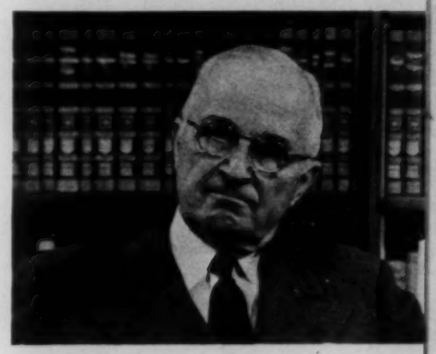
MURROW: Former Vice President Henry Wallace is now developing a new strain of poultry and experimental strawberries at South Salem, New York. We asked him about the Vice Presidency.

HENRY A. WALLACE: *(In South Salem)* There have been times in the United States when the Vice President stood for one thing in the Senate and the President stood for another thing—another set of policies in the White House. I can recall, for instance, that Vice President Dawes stood for a very different policy in the Senate than Coolidge stood for in the White House. Dawes had been chosen to placate the farm bloc and he entertained the farm leaders in his office. I was one of those entertained at the time, and Coolidge had no sympathy whatever with what Dawes was doing in the Senate.

In somewhat like manner, Garner stood for quite a different policy in the Senate from that which Roosevelt stood for in the White House. These troublous times won't permit that kind of a situation, in my opinion. This does not call for an amendment but does call for an increasing sense of awareness on the part of both the general public and the delegates to the national conventions.

MURROW: Former President and Vice President Harry Truman lives in Independence, Missouri—has his office in Kansas City. Mr. Truman, do you think the method of selecting Vice Presidents should be changed?

HARRY S. TRUMAN: *(In Kansas City)* That's a very difficult question for the simple reason it has been studied for a long, long time. It was changed in the beginning by the Twelfth Amendment, if you remember, and we've been studying it both in the Congress and outside the Congress to find a better way to elect a President and a Vice President. No better way has yet come up. I hope one may and will.



MURROW: What about the suggestion of a direct primary?

TRUMAN: The direct primary is an ideal situation for selecting public officials, but there isn't a man in the world with money enough to put on a direct primary for President and then run for President. It would require an immense amount of money in each

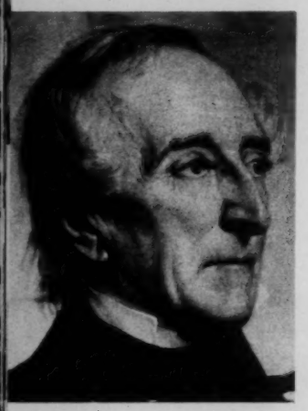
one of the States, and I am not so sure that it would obtain the results that we think about.

Primaries in some states have been very satisfactory—in others, they have not. I am for the direct primary, however, in the State of Missouri.

MURROW: How do you feel about the Smathers Resolution—that if the President should die during the first two years of his term of office, that a new election should be held coincident with the off-year election for Congress?

TRUMAN: Well, I hadn't given that—I hadn't given that any thought or study, and I can't answer it intelligently. I had been of the opinion that if when the President goes out of office for any cause whatever during his term, and the Vice President takes over, it might be a good thing to call together the electors who were elected in the last Presidential election to elect a Vice President to take the place of the Vice President who had gone to the White House, and in order to do that, you will have to have a—an amendment to the Constitution of the United States. Any change affecting any one of those two offices or any one of the top offices of the government would require constitutional amendment, particularly with regard to the President and Vice President.

MURROW: Do you find the language of the Constitution a little obscure now as to whether the duties or the office devolve upon the Vice President in case of death?



TRUMAN: I think it's perfectly plain in the Constitution that the Vice President becomes the President of the United States, and that was established by John Tyler, the first Vice President to take over.

MURROW: One of your ancestors, I believe. Wasn't he?

TRUMAN: Well, he was the uncle of my great-grandmother.

MURROW: Mr. President, you say in your book that when you became President you did not know about the atom bomb. Is it your feeling that the Vice President should always be thoroughly informed of all aspects of the executive functions of the government?

TRUMAN: That's absolutely true—he should be—but the reason I didn't know about the atomic bomb—that was the best kept secret that any government ever had, and it was necessary to keep it secret. I was informed as far as I could be from the time I became Vice President until I became President, but that only lasted 82 days, and I wasn't fully broken in as a Vice President in that time.

When Senator Barkley became Vice President of the United States and when I was President, Senator Barkley was kept completely informed on everything that went on—foreign and domestic—and he was a wonderful Vice President and never violated the confidence. That's one of the difficulties that the President has in talking about his business of the government to anybody outside his immediate circle.

MURROW: I suppose because everyone's looking for a headline.

TRUMAN: That's absolutely true, and of course, the Vice President, as I said in the book, is very much surrounded by the best politicians in the world. I think the United States Senate is the best association of politicians I know of. They're all fine men but when they have a chance to scoop the rest of the Senators, they can't resist the temptation.

MURROW: Since 1841, this nation has been headed twenty-one per cent of the time by men never elected as President. Ten of our thirty-six Vice Presidents have become President. Seven, through the accident of death. In some cases they have surpassed in ability the men they succeeded, but nevertheless, the manner of selecting Vice Presidential candidates remains an after-thought. The Founding Fathers were determined that the Vice President should be the second best qualified man in the country. Under the present system, a man may become President whose qualifications have not been examined fully either by the people of the country or by his own political Party. The importance of the office of Vice President has increased. The care with which the candidate is selected has not increased. The future of Western civilization may be determined by tired politicians, exhausted after a long struggle to nominate a Presidential candidate and then indifferent to the gamble they take when they nominate the man who may succeed him. Many suggestions have been made as to methods of altering the selection of Vice Presidential candidates, but this would seem not to be a matter of machinery but of standards. No law can guarantee that the second best man will hold the second highest office in the land.

We have presented this report on the Vice Presidency in the hope of stimulating discussion of the methods of selection used by both political Parties, and in the hope, perhaps vain, that at the next Conventions, the delegates and the citizens will remember that it is no minor matter to us and to the free world who is selected as Vice Presidential candidates for both Parties.

Good night and good luck.

PLAY
FAIR DEAL
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WEST VIRGINIA
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CALIFORNIA

NORTH CAROLINA
ARKANSAS

CBS TELEVISION
485 Madison Avenue
New York 22, N.Y.

"SEE IT NOW"

BALLOTS AT BEAR CREEK - AN EDUCATIONAL WESTERN

Jefferson County, Colorado

November 27, 1955

SJ 1

COPY

December 26, 1956

Mr. Fred W. Friendly
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Fred:

The sponsors of the School Bell Awards have directed me to ship to you, under separate cover, the medallion commemorating the award presented to SEE IT NOW and the Columbia Broadcasting System for the television production "Ballots at Bear Creek--An Educational Western."

Designed to accompany the citation presented to your representative, Mr. Luke L. Roberts of Portland, Oregon at the 94th annual meeting of the National Education Association this summer, this bronze medallion represents the sponsors' appreciation for the distinguished service rendered by you, Mr. Murrow, and your staff in the interpretation of education as shown in this television documentary.

Sponsors of the School Bell Awards, representing some 12 million parents and educators, included:

National Education Association of the United States
National Congress of Parents and Teachers
United States Office of Education
National Citizens Council for Better Schools
Council of Chief State School Officers
National School Boards Association
National Association of Secretaries of State Teachers Associations

In developing the School Bell Awards into an annual widely-publicized occasion for honoring communications media which have rendered distinguished service to education, the sponsors hope to raise the caliber and variety of educational reporting and interpretation to levels demonstrated by CBS and other award-winning media recognized in 1955-56.

Sincerely yours,

Roy K. Wilson

Roy K. Wilson
Executive Secretary

RKW:ef

Encl. (und.sep.cov.)

Isaacs, Harold
SIN
11/27/55
"Ballots ___"

MASSACHUSETTS INSTITUTE OF TECHNOLOGY
CENTER FOR INTERNATIONAL STUDIES
50 MEMORIAL DRIVE
CAMBRIDGE 39, MASSACHUSETTS

November 29, 1955

1

Mr. Edward R. Murrow
Mr. Fred Friendly
CBS-TV
485 Madison Avenue
New York, New York

Dear Ed:
Dear Fred:

The local dinosaurs relented and allowed us to see your show on education and the school problem. Once again, salutations for a first-rate job. So long as you go unsponsored for work like this it is going to be impossible to avoid a sinking feeling of apprehension about the future of this fantastic medium.

Yours,

Harry

HRI:lr

155A4S

Aladdin Broadcasting Co.
S I N

Aladdin Broadcasting Corporation

A SUBSIDIARY OF TIME INCORPORATED

RADIO STATION KLZ
TELEVISION STATION KLZ-TV

131 SPEER BOULEVARD • DENVER 3, COLORADO

HUGH B. TERRY
PRESIDENT AND
GENERAL MANAGER

November 28, 1955

Dear Ed:

Congratulations on your very nice job with "Balloting at Bear Creek" yesterday as seen on KLZ-TV, Channel 7.

I thought you might be interested in some of the publicity that appeared Sunday in connection with your telecast.

Kindest regards,

Hugh

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, New York

SIR
Caudill, Wm. W.

November 2, 1955

Dear Mr. Caudill:

Belated thanks for your letter of September 8th. I am, indeed, proud of my colleagues. We are doing the Education story on November 27th, and I hope you will find it acceptable.

Sincerely yours,

Mr. William W. Caudill
Caudill, Rowlett, Scott and Associates
425 South Main
Bryan, Texas

rh

CAUDILL
ROWLETT
SCOTT
ASSOCIATES

425 SOUTH MAIN
BRYAN, TEXAS

8 SEPTEMBER 55

MR. EDWARD R. MURROW, CBS, 485 MADISON AVE.,
NEW YORK, NEW YORK

MR. MURROW, I JUST GOT BACK FROM A TRIP IN WHICH I SPENT FIVE DAYS WITH YOUR PHOTOGRAPHIC TEAM, CONSISTING OF ART MORSE, MARTY BARNETT, AND LARRY GIANNESCHI. AND WHAT A GROUP!

IN ORDER TO MEET YOUR TIMETABLE FOR YOUR EDUCATION SHOW, WE HAD TO MAKE ARRANGEMENTS FOR CHILDREN TO BE AT THE SCHOOLS SATURDAY AND SUNDAY. OF COURSE, THEY WERE VERY WILLING, BUT WILD AND WOOLLY. THE THING THAT IMPRESSED ME THE MOST WAS HOW YOUR THREE MEN HANDLED THESE KIDS. THEY DID IT WITH A WARM, FRIENDLY SPIRIT THAT THE KIDS LITERALLY ATE UP.

THANKS FOR SENDING SUCH NICE GUYS DOWN TO PHOTOGRAPH OUR SCHOOL BUILDINGS AND THE CHILDREN WHO USE THEM. YOUR CREW HAS THE SAME HUMANISTIC APPROACH WHICH WE TRY TO ACHIEVE IN THE DESIGN OF OUR SCHOOL BUILDINGS. THESE THREE MEN ARE NOT ONLY HIGHLY COMPETENT PEOPLE IN THEIR RESPECTIVE FIELDS, BUT ARE NICE GUYS BESIDES. IF THEY REPRESENT THE ENTIRE EDWARD R. MURROW ORGANIZATION, YOU SHOULD BE VERY PROUD.

WILLIAM W. CAUDILL
ARCHITECT · PARTNER

SIOW
Dunham, Franklin

DEPARTMENT OF
HEALTH, EDUCATION, AND WELFARE
OFFICE OF EDUCATION
WASHINGTON

November 28, 1955

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York 22, New York

Dear Ed:

Heartiest congratulations on "See It Now" dramatizing Jefferson County's fight for better schools. It was a grand follow-up to the excellent "Report Card" of the last four weeks — and the Alan Gregg touch was superb!

Faithfully,

Franklin Dunham
Chief, Radio-Television

SIN
Griffin, Charles

First Presbyterian Church

809 Fifteenth Street
GOLDEN, COLORADO

CHARLES C. GRIFFIN, Minister
Telephone: Office CR 9-2166
Residence CR 9-4019

December 5, 1955

Mr. Edward R. Murrow
Columbia Broadcasting System
New York, New York

Dear Mr. Murrow:

I wish to congratulate you and Mr. Fred Friendly for the excellent work done on "See It Now" on November 27. The show was the best documentary I have seen, and it presented the issue of our Jefferson County school situation honestly and objectively.

It was a real pleasure for our Church to have a part in the program. Actually, the interest the filming aroused in our congregation could not have come at a better time for us. We were just beginning a Building Fund Canvass for new church facilities; and the result has been thrilling: we over-subscribed our initial goal of $ 80,000!

You are to be commended for the fine "field crew" which supervised the filming for the show. All three men were very courteous, efficient and friendly in their work.

Sincerely,

Charles C. Griffin

West, H Grant
S I N

State of Colorado
DEPARTMENT OF EDUCATION
OFFICE OF COMMISSIONER OF EDUCATION
DENVER 2

November 9, 1955

Mr. Edward R. Murrow
Columbia Broadcasting Company
485 Madison Avenue
New York, N. Y.

Dear Mr. Murrow:

The people of Colorado, as well as those in Jefferson County, are proud of the fact you are featuring the Jefferson County story on the "See It Now" program.

We are grateful that in spite of your busy schedule you took time to visit in our state and spend some time in the Jefferson County area.

Dr. Johnson invited me to attend the meeting, but other commitments prevented my being present. I am sorry I didn't get an opportunity to meet you.

Please accept my sincere thanks and that of my colleagues in the Colorado school system.

Best regards.

Sincerely yours,

H. Grant Vest

H. Grant Vest
Commissioner of Education

HGV:fm

Columbia Broadcasting System, Inc. SIN F. 506

OFFICE COMMUNICATION

To Ed Murrow

From Arthur Morse

Station

August 22, 1955

Re: Tuesday lunch about education show

Present will be Roy Larsen, President of Time, Inc. and Chairman, National Citizens Commission for the Public Schools; Henry Toy, Director of the Citizens Commission; and Gloria Dapper, one of their assistants.

The Citizens Commission, supported by Carnegie and Rockefeller funds, has done an exceptional job in stimulating lay interest in education on a local level. They have assisted independent citizens committees throughout the country who have been willing to cut across social and economic lines in furthering education. They require cross-sectional participation in each town. About 10,000 such groups are now operating . In addition, they have helped to organize 31 state-wide citizen groups. The Commission has four regional offices keeping fingers on the local pulse.

Larson and Toy have traveled extensively and have been exposed to all types of community situations. They are held in high regard by local layleaders as well as by most of the top professionals. They have kept the Citizens Commission free from any doctrinaire approach, and in fact as well as statement, have not plugged for any philosophy of education. However, their stimulation of local interest and distribution of materials about the heritage of free public education has had an enlightening effect all over the country.

The original intention of the White House Conference on Education (scheduled for November) was to organize state-wide meetings which would examine problems and then send representatives to Washington. But the Citizens Commission and the National School Boards Association have extended this down to the school-district level so that thousands of community conferences will now precede the state meetings. As a result of this, about half a million people will be involved (and my visit to the White House Conference staff leads me to think that this has become somewhat embarassing since Federal Aid Proposals are inescapable).

The Commission and its regional people are giving us invaluable cooperation in digging up local materials. I believe Larson and Toy can be helpful in terms of broad perspective.

PRESENTED BY
THE ARTS COUNCIL
ON BEHALF OF
THE GOLD COAST
PEOPLE TO
SATCHMO

1958

EDWARD R. MURROW WITH LOUIS 'SATCHMO'
ARMSTRONG
"See It Now" 5/31/56

"SEE IT NOW"

GRANDMA MOSES

(See Program Operations - letter from Granda Moses Properties, Inc., 1/11/56)

and

Louis Armstrong

December 13, 1955

Grandma Moses
Louis Armstrong

ANNOUNCER:

Portions of tonight's SEE IT NOW will be transmitted in color. In order that we may bring you this special SEE IT NOW, "Meet Millie," sponsored by Carter Products Company, and "Red Skelton Show", sponsored by the Pet Milk Company, will not be seen tonight. "Meet Millie" and "Red Skelton" will return next week over many of these stations.

INSERT Grandma Moses
Louis Armstrong

EDWARD R. MURROW:

This is the signature of an American original -- Anna Mary Robertson Moses -- born on the Vermont-New York border ninety-five years ago. Have you decided yet what picture you're going to paint next, Grandma Moses?

GRANDMA MOSES:

No, I haven't. I'm going to try to get into something different than what I have been doing.

MURROW:

What -- what sort of thing? Have you decided

MOSES:

Well, more -- more modern. I've been inclined to -- paint old scenes. I suppose 'cause I'm old.

MURROW:

Or old enough to now go modern. (MURROW LAUGHS)

MOSES:

I was born in the days of the hoops.

mm

MURROW:

Well, you weren't sad to see the hoop skirts disappear. Were you?

MOSES:

They're comin' back. (MURROW LAUGHS) Comin' back fast.

LOUIS ARMSTRONG PLAYS TRUMPET

EDWARD R. MURROW:

This is another American original - Louis "Satchmo" Armstrong, born in New Orleans July 4th, 1900.

MURROW: Louis, is there any relationship between boogie woogie and gut bucket?

ARMSTRONG: Oh, I don't think so, Mr. Murrow. They're both rhythematical. Did that come out of me?

MURROW: Yes, that's fine.

ARMSTRONG: Well anyway, you take the boogie woogie. There's a .. (TAPS FEET) -- and the gut bucket, oh wah, wah. They're both swinging, you see, so that's us. You know, you can tap your foot to it. Jazz is a variety of all good music, and the only way to sum up music -- they ain't but two things in music, good and bad. Now, if it sounds good, you don't worry what it is. You're just goin' to enjoy it. See what I mean? And anything you can tap your foot to is good music.

mr

ANNOUNCER

See It Now, edited and produced by the partnership of Murrow and Friendly, presents two American originals, Grandma Moses and Louis Armstrong. This full hour "See It Now" is sponsored by Shulton, makers of Old Spice, for men - Desert Flower toiletries, and pharmaceuticals and fine chemicals.

COMMERCIAL

mr

EDWARD R. MURROW:

This might be called SEE IT NOW'S first annual festival of art, presenting some of the works of Grandma Moses and Louis Armstrong, whose triumphs have gone all the way from red calico to blue notes; from oaken buckets to gut buckets; from the Civil War of the 19th Century to the cold war of the 20th.

Grandma Moses is our first effort at color television. She was born two months before Mr. Lincoln took office. She sold her first picture at the age of 72 in Franklin Roosevelt's administration. She has done more than a thousand paintings. They hang in the Metropolitan Museum of Art here in New York, in the White House, and in the modern section of the Louvre in Paris. Her current exhibition here in New York City is attracting some 1200 people a day. We spent some time with Grandma Moses up at Eagle Bridge on the Vermont-New York border. We were impressed with her hands and with her eyes.

MURROW: You had an ancestor who came over on the Mayflower. Didn't you, Grandma Moses?

MOSES: I came on it myself -- (MURROW LAUGHS) -- some of my blood.

MURROW: Tell me, do you ever put yourself in your paintings?

MOSES: No. I never have.

MURROW: You haven't?

MOSES: No.

MURROW: Why have you never done Biblical paintings, Grandma Moses?

mr

MOSES: Well, because you don't know -- it's all guess work, and I don't think that's just right to paint those things. I don't think it's any right to paint things about the Bible that you don't really know well enough to talk about it, but when you don't know for a certainty, I think maybe they're going to find out a great deal later years than they have known. But unless you do know, I don't believe in doing it. Well now, as I say about these paintings, this is imagination.

MURROW: Yes.

MOSES: I can see the things, but I can't explain 'em and make 'em just as they were in colors and everything, you know.

MURROW: Yes.

MOSES: They wouldn't be very fascinating. So I paint them to make them look pretty. If you look at a picture and you like it, you look back at it. If you don't like it, you pass it on and look at another one. Isn't that so?

MURROW: Yes, that's so. Do you hate to see a painting sold after you've made it and like it, and looked at it a long time.

MOSES: Oh, no. No.

MURROW: No?

MOSES: No. I'd rather see the money.

MURROW: You don't have any attachment to it.

mr

MOSES: No, not at all.

MURROW: Well, Grandma Moses, for people who don't have to work as hard as you did when you were young -- what sort of advice would you give to those people if they had time to try their hand at painting?

MOSES: Well, anybody can paint that wants to paint.

MURROW: Can they?

MOSES: Oh, sure, sure. Anybody can paint.

MURROW: I couldn't I'm sure.

MOSES: Yes you could too. Here. Here now, let's just see if you can't draw a picture.

MURROW: No. I -- I..

MOSES: Right here now. Make a man right there on the -- that.

MURROW: I couldn't make a man.

MOSES: Make a tree then.

MURROW: Well, a tree I can...

MOSES: Sure. Now, you put on branches -- branches. Sure, anybody. You keep on trying and trying. You do better all the while.

MURROW: And so your advice to anyone who would like to learn to paint is to just paint. Is that right?

MOSES: Yes, commence to paint -- not to be taught anything except the mixing colors...

MURROW: Uh, uh.

MOSES: ...because if they have a teacher they will soon paint as the teacher paints, and it's best for them to use their own ideas.

MURROW: Was that what you did when you painted the picture of the Battle of Bennington?

MOSES: No. I tried to follow old sayings about the Battle of Bennington.

MURROW: This is the picture of the Battle of Bennington when Burgoyne came up. Isn't it?

MOSES: Yes. The three armies met there...

MURROW: Yes.

MOSES: ...and Burgoyne was whipped out.

MURROW: But you made that a literal painting. Didn't you?

MOSES: As I'd been told - that is Bennington.

fad

MURROW: And how long did it take you to paint that, Grandma Moses?

MOSES: Well, maybe ten days -- something like it -- not so long. Of course, the fine work - the soldiers, were finer work - that takes longer because you got to give them two coats of paint to have them stand out. The Bennington boys were comin' down to head off the army that was comin' up from the south.

MURROW: Why did you put the monument in that picture, Grandma Moses?

MOSES: Well, I didn't know much about that Battle of Bennington. All I know about that is the hearsay, and there's always envy between Vermont and New York -- always had been.

MURROW: Yes.

MOSES: So that made it worse -- so they compromised it by one of them taking the park and the other one putting up the battle -- putting up the monument.

MURROW: And so you just decided that you'd put the monument in -- in your picture?

MOSES: Well, I put the monument in 'cause it looked good, I guess.

MURROW: Is this the table where you do your painting?

MOSES: Yes. This is the old table where I always did all my painting on when I was up home. Now, I do it on a smaller stand.

MURROW: That's a very old table. Isn't it?

MOSES: Yes, this is a very old table. It was built for a log cabin away back in seventeen -- 1762, I think it is.

MURROW: 1762 -- and did -- did you paint it?

MOSES: I painted it, yes. It was painted red, you know, like this here -- this shade of red like the old-fashioned things were painted in those days.

MURROW: When did you paint it?

MOSES: Oh, it must be forty-five years ago -- about the very first painting I did. I painted it. Now, see, this is my house -- this is the house that was built afterwards.

MURROW: Uh, uh.

MOSES: But the first -- the first house was a little [illegible] You see it on the other side.

MURROW: Oh yes. You've got a mill wheel here too. Haven't you?

MOSES: Yes there was a mill there. Every stream had mills on it in those days.

fad

MURROW: Yes.

MOSES: This was built for a log cabin house.

MURROW: It's a lovely thing, too.

MOSES: Well, t'was the age.

MURROW: Now, let's go back. Do you remember what you were taught about geography when you were in school?

MOSES: No. I had -- I had a geography - I used to stand very high in geography. I wish now I had some of the maps that I drew of the different countries in geography. I excelled in that -- just had that hobby. It's all gone from me. But when my mother was a girl going to school, they had maps strung across the schoolroom, and after dinners they always had -- one map was let down for the geography lesson, and one scholar was chosen to point out and all sing a song as they wrote, as they pointed out like -- like the Lakes.

GRANDMA MOSES SINGING:

"Oh, Winnipeg, dear Winnipeg, if you would been my bride"

MOSES: You know where Winnipeg lives -- is?

MURROW: Yes. Yes.

fed

GRANDMA MOSES SINGING:

"I'd take you down to Alabast and be your slave, he sighed,
This so displeased Miss Winnipeg, she called him a Great
Bear"

MOSES: Great Bear Lake - south towards the Rockies.

MURROW: Yes.

GRANDMA MOSES SINGING:

"And at the slave she threw the salt
And tools and all t'was there"

MOSES: Now, you know where those Lakes are.

MURROW: Yes, I do.

MOSES: Well, the scholar would have to point to those Lakes as they sang.

MURROW: What a good way to learn geography, too.

MOSES: It certainly was.

MURROW: Yes.

MOSES: It was wonderful for youngsters - all of us. And then the mountains - that was likewise in a sing-song.

fad

GRANDMA MOSES SINGING:

"From Hectic's flaming peak we'd go
To the Arctic region heaped of snow"

MOSES: Feet...

SINGING: "Two thousand miles o'er the Rocky chains
To Mount..."

MOSES: What is it? Mount -- what are those mountains up in Alaska there?

MURROW: McKinley?

MOSES: No. No. Not McKinley. I'd have to get my verses and see what it says. It...

GRANDMA MOSES SINGING:

"Three thousand miles o'er the Rocky chains..."

MOSES: Mount somebody. I just can't tell you. I don't know. I can't tell you. I can find it though.

MURROW: It's -- well, the Cascades run up into British Columbia.

MOSES: Yes. These were high mountains. In those days they didn't pay any attention to those low mountains.

(MURROW LAUGHS)

It 'twas the high mountains.

fad

MURROW: You did one painting of a scene down in the Shenandoah Valley. Didn't you?

MOSES: I did. Long, long ago. I painted that for my son. He wanted me to paint the -- his birth-place down South. That's how I come to paint that. Those Blue Ridge up there is the Blue Ridge.

MURROW: Yes.

MOSES: And over there goes the Skyline Drive today. Those green trees down this side was what they called the deep woods. They, I expect now, are all gone. There was a peach orchard in one -- one of those places there. We lived in this lavendar house there in the center.

MURROW: Oh, yes.

MOSES: Those are black walnut trees there, in front of it, and they were cut down while we were there, and if we wanted to cross the river, that was the Shenandoah River, we had to cross it either in a buggy or a boat or horseback. That little building down there is where I made the butter for fifty cents a pound...

MURROW: Uh, uh,

MOSES: ...fifty years ago. That was my first making money.

fad

MURROW: So butter is sort of like paintings. If it's a superior quality it brings a better price. Is that right?

MOSES: Well, I don't know. I don't -- I can't say that my butter's any better than anybody's else's.

MURROW: The President sent you one of his pictures. Didn't he?

MOSES: Yes, but that was long before he was going to be President.

MURROW: Yes. Do you think he has much ability as a painter?

MOSES: Yes. I think he's a very nice painter - I should judge from what I've seen of his work.

MURROW: What do you think of Sir Winston Churchill as a painter?

MOSES: Very good. (LAUGHS) I think he's trying to copy me, though. (MURROW LAUGHS) Yes, he does very good, but how does he get time for that work?

MURROW: Well, perhaps he'll have more time now that he's out of office.

MOSES: Maybe. I hope so. He's -- he's done a good job.

fad

MURROW:

Do you ever look at the paintings of foreign artists?

MOSES:

Some. I never have seen so much. You know, I never been away from home much. Most that I've seen is in pictures.

MURROW:

Have your hands always been as steady as that?

MOSES:

Early in the morning, my hands are pretty steady. Of course, to do real fine work like putting in window lights and so forth into a picture, it's --- unless you have an unusually fine brush.

MURROW:

How did you like Washington when you went there, Grandma Moses?

MOSES:

There are some things I liked very much in it, but I see very little of it.

MURROW:

Grandma Moses, why did you go to Washington on that trip?

MOSES:

I was invited down.

MURROW:

By the President? Wasn't it?

MOSES:

Uh, uh.

MURROW:

That was President Truman.

pf

MOSES:

Uh, uh.

MURROW:

What happened when you got there?

MOSES:

Well, we had -- we had tea, and I went in and there came up a severe thunderstorm while I was there, and we went into this house, and he told us not to -- not to be afraid, he says, Grandma -- 'cus it was Grandma I suppose, is the reason because he didn't want Grandma to be afraid, and to sit down on the settee, and my daughter-in-law sat down on the other corner of it, and he came over and sat down between us, and he says, "This house is a very large house," he says, "and there's a lot of lightning rods on it," and he says they were no danger, so then when we talked about farmin'. I thought he was one of my own boys. He seemed so everyday-body-like. And we talked about different things, and across the room was a very nice piano, and I asked him if he ever played, and yes, he did, I says, "Can you play for us?" And sure enough he did. I can't tell you now just what he played. That's the one time I did know what he played.

MURROW:

Tell me, how many grand-children do you have?

MOSES:

I think I have 17. I haven't counted them lately.

MURROW:

And how many great-grand-children?

pf

MOSES:

Great-grand-children -- that's what I speak of.

MURROW:

Oh, the seventeen. I'm sorry.

MOSES:

Oh well, I have 11 -- 11 grandchildren.

MURROW:

Is it true, Grandma Moses, that you remember Mr. Lincoln's death?

MOSES:

Yes, I can remember his death very well. I was going with my mother and aunt from Greenwich, coming down here toward Eagle Bridge to my grandmother's, and as we came along near Coily above Green--Cambridge, my mother says, "Why," she says, "I see everything is wrapped in black. What does this mean? The trees, the doors, and the posts of the houses." She said, "What does this mean?" And she worried and worried. She got down into Cambridge, and then she says, "I'm going into the store," she says, "and find out what it's all about." So she went into the store and they told her that the President had been assassinated the night before. That is the first that I knew of it. And Mother came out and she felt so bad that she--she shed tears, but Aunt Lib said, "Oh well, she says, "We can't help it," and she went on --- we went on. But that is the first I knew of Lincoln. That is the first I knew there was a President, even.

pf

MURROW:

You can remember Mr. Lincoln's administration and now Mr. Eisenhower's. What do you think is the basic difference? I don't mean in terms of political parties.

MOSES:

Well, I don't remember enough about Lincoln's. The first I remember about Lincoln is what my mother would read or tell us, and I don't remember much about his. We were too small, and then you see, he wasn't -- he wasn't long there.

MURROW:

No. Well, looking back a short distance, Grandma Moses, say sixty years, do you think people are more interested in politics now than they used to be?

MOSES:

Well, I can't say as to that. No, I don't think they are any more than were then - but then the community was smaller.

MURROW:

Yes.

MOSES:

There wasn't so many people then as they are right now, and, of course, if they went into a blacksmith's shop or some place like that, they'd beat up an argument and maybe they'd have a fight before they got through.

MURROW:

Uh, uh.

pf

MOSES:

That's the way it 'twas in those days.

MURROW:

They believed more strongly in things then.

MOSES:

Yes. Yes. They were more determined and the only way was to fist fight it out. Now we talk it out.

MURROW:

Yes. Do you ever look at television?

MOSES:

Sure I do.

MURROW:

Do you like it?

MOSES:

Some of it I like -- some of it I don't like. Some of it I think they'd ought to change. I don't think it's so good for young folks.

MURROW:

What sort of thing do you think ought to be changed?

MOSES:

My -- my daughter says it's just because I'm jealous -- but see those girls come out there, their tights on and goin' to dance and carry on. I don't like that.

MURROW:

Grandma Moses, that picture of Halloween - is that painted from the memory of your childhood perhaps?

pf

MOSES:

Well, a good deal, and there's different pranks that I've heard of. Of course, they used to pay more attention to Halloween than they do nowadays for some reason -- say fifty or forty years ago.

MURROW:

Yes. That's cider they're unloading from the wagon there. Isn't it?

MOSES:

That's cider and that will be for - to drink this winter - the coming winter or for vinegar the next year....

MURROW:

Uh, uh.

MOSES:

..if there's any left.

MURROW:

Or to make applejack.

pf

MOSES: Well, they don't know much about applejack up there.

MURROW: Uh, uh. And they've got the wagon up on the roof. Haven't they?

MOSES: Yes. That's customary. The wagon on the roof or the front porch filled with punkins.

MURROW: Yes.

MOSES: ...and cabbages. Somebody's cabbage patch will diminish that night. The chimney--theyfre stuffin' it full of hay to smother out the old folks down underneath.

MURROW: Ah, yes.

MOSES: The witches there are people dressed in sheets to scare this younger generation, and the witches are after'em and, of course, they're all a-very afraid of the witches, and here they're dippin' for apples, and if they can take a apple out of that tub of water with their teeth, without touchin' it, they'll have lots of luck for the next year.

MURROW: from p. 22 [Well, Grandma Moses, what do you see as happening in this world in the next 20 years?

mcf

MOSES: Well, if it keeps up on as it has for the last fifty years, I think we're all goin' to be lost. I don't know. Everything is going to be changed--entirely different it has for the last fifty years, you know.

MURROW: How do you mean"Lost"?

MOSES: Like when I was a child, I used to love red calico so much, and they used to have a bright red calico --bright as these colors here...

MURROW: Yes.

MOSES: ...with little figures in it, and I did want a red dress like that, but I never got it, and I asked mother why it was they didn't have it any more. They had had dull reds and browns. Well, she said, "that art has been lost. Well, what lost?"-- why did it get lost? How does it get lost?" "Well," she says, "through war." So much fightin' that there was a lot of those arts that were lost. And they have never found them since then, unless they found them in the last few years.

MURROW: Yes.

mcf

MOSES: But they never found them in her day.

MURROW: Were you always fond of bright colors?

MOSES: Yes, in a way I always did like bright colors. I always wanted a red dress, but I never got one.

MURROW: What--what are you going to do for the next 20 years, Grandma Moses?

MOSES: I'm goin' up yonder. (MURROW LAUGHS) Naturally--naturally I should. After you get to be about so old you can't expect to go on much farther.

MURROW: But you don't spend much time thinking about it or worrying about it. Do you?

MOSES: Oh, no! No. You don't worry because you think, well, what a blessin' 'twill be. What a blessin' 'twill be all united again. I'm the last one left of my four sisters and brothers. My father and mother -- and I guess all my aunts are gone. I've got a few cousins left.

MURROW: So this is something that in a sense you -- you have no fear about or no apprehension?

MOSES: Oh, no. No, we go to sleep and wake up in the next world. I think that's the way--did you ever know when you went to sleep?

MURROW: When I went to sleep?

MOSES: Uh, uh.

MURROW: No, I don't think so.

MOSES: You never knew just when the last...

MURROW: No. That's true.

MOSES: ...When the last thought came you didn't know.

MURROW: That's tturue.

MOSES: You might wake up the next morning and think well that's what I was thinking about, but you didn't know when that last thought came. Well, that's the way you'll go to sleep.

MURROW: Well, you will leave more behind you than most of us will, when you go to sleep.

MOSES: (LAUGHING) I don't know about that. I don't know. They're pretty ambitious.

END INSERT GRANDMA MOSES

EDWARD R. MURROW:

Anna Mary Robertson Moses -artist, philosopher, historian-age 95,without regrets and without fear.

We'll take you to Europe for a glimpse of the triumphal tour of Louis Armstrong immediately after this live commercial by Nelson Case from the Shulton plant in Clifton, New Jersey.

COMMERCIAL..

EDWARD R. MURROW:

Louis Armstrong is the Prime Minister of the world of jazz. He and his trumpet are at the summit. His European concerts have broken all records. Satchmo is one of our more valuable items for export. His recordings are hot on both sides of the Iron Curtain. Here is our report on the current triumph of Louis Armstrong in Europe. Hannibal crosses the Alps in 218 B.C. with thirty-seven elephants and twelve thousand horses. (BAND PLAYS"INDIANA") Louis Armstrong crossed the Alps in November of 1955 with one trumpet, five musicians and the heritage of King Oliver, W.C. Handy and Bunk Johnson. This is Armstrong and company after victories in Berlin, Brussels and Strasbourg en route to Geneva and Zurich.
Louis lives with that horn even at ten thousand feet over the Swiss Alps.

BAND PLAYS "SLEEPY TIME DOWN SOUTH"

ARMSTRONG SINGS:

"Steamboats up the river comin' and goin'..yes
Splashin' the night away ...(SKAT TALK)
Hear those banjos swingin' and the folks are singing',
And they dance til the break of day.
Dear old Southland with it's dreamy song,
Take me back where I belong.
Right here in my mammy's arms...
SKAT....
Howdy do everybody..."

ARRIVAL AT AIRPORT -DRUM: TREMBLE KIDS -SWISS MUSIC

G

EDWARD R. MURROW:

Switzerland boasts over a hundred amateur jazz bands and more than half of them are of the Dixie Land variety.

ARMSTRONG: (COMING OFF PLANE) Hey -what you say 'gates? How's all you cats there?(APPLAUSE -LAUGHS) Cats everywhere.

LOUIS JOINS SWISS BAND WITH HIS TRUMPET

ARMSTRONG PLAYS HORN: "WHEN THE SAINTS GO MARCHIN' IN"

EDWARD R. MURROW:

As one Swiss journalist put it, Louis Armstrong and "When the Saints Go Marchin' In" almost made up for the American tariff on Swiss watches. In Zurich and in Geneva it was as it had been in Berlin, Hamburg (where there had been riots), in Brussels, Amsterdam and Copenhagen --America's old fashioned weapon was a blue note in a minor key.

ARMSTRONG AND BAND PLAYING "ST. LOUIS BLUES"

EDWARD R. MURROW:

Everywhere that Armstrong and his All Stars traveled there were crowds to greet them. Louis Armstrong, who had helped move jazz outof the New Orleans honky tonks to Chicago and New York, who has pushed it across the oceans to the great capitals of Europe, now was taking it to the Provinces.

LOUIS AND WIFE GET OFF TRAIN.

G

EDWARD R. MURROW:

It is reported that Armstrong's "Mop Mop" is a big favorite behind the Iron Curtain. It was also solid in Palermo this week.

ARMSTRONG AND BAND PLAYING "MOP MOP"

CROWD CHEERS -- POUNDS ON TABLE..

EDWARD R. MURROW:

But most of all Satchmo loves Paris and Paris loves Satchmo to the extent of three capacity weeks at the Olympia Theater. As one music critic put it, Satchmo's voice has all the smoothness of a tired piece of sand paper calling to its mate.

ARMSTRONG SINGING: "C'EST SI BON"

"Oh, C'est Si Bon -lovers say it in France
As they swing to romance-because it's oh so good
Yes -C'est Si Bon -I'll say to you -nothing else will do
Baby, it's so good!
Yeah, every word, every sound, every kiss, dear
Leads to only one thought-and it's this, dear
Oh, it's so good -nothing else...
Just your..and everyone...
Be my own
'Til the rest of my days...yes...C'est Si Bon"

APPLAUSE:

EDWARD R. MURROW:

(OVER ARMSTRONG IN DRESSING ROOM.)

Armstrong has been doing a minimum of two shows a day for the last two months. It's hard work, rough on the lips and tough on the lungs, but Louis trains like a boxer---well almost -- Often after a tough day, Louis and his wife get away from it all by going to a small night club like the Vieux Colombier on Paris' Left Bank.

Claude Luter, a French disciple of Louis', plays "Struttin' With Some Barbecue" by that well known American composer, Louis Armstrong. Robert Frost has written: "There is a (MUSIC) time when work and need are one...when avocation and vocation are united." Thus, it has been with Louis Armstrong ever since a New Orleans orphanage gave him his first horn.(MUSIC)

The French have a word for what followed ---"jam session."

ARMSTRONG DANCES WITH CLAUDE LUTER

APPLAUSE -SHOUTS

ARMSTRONG SHAKES HANDS WITH MUSICIANS

SIGN OUTSIDE NIGHT CLUB: CLUB DU VIEUX COLOMBIER

GETS DARK

G

ARMSTRONG PLAYING TRUMPET

MURROW

Louis, it's six o'clock in the morning. This basement here in Paris is empty. Don't you ever get tired?

ARMSTRONG

Well daddy, I'm just a little beat for my youth.

MURROW

You had quite a session here tonight. Didn't you?

ARMSTRONG

Yeah -- with Claude Luter and his boys -- them cats, they was really swingin'.

MURROW

You didn't seem to have any trouble with the language at all, although you couldn't understand what they said, and they couldn't understand what you said.

ARMSTRONG

Well, there's one thing about good jazz. You don't have to worry about what they're talking about, but when you pick up those instruments, we all speak the same language.

MURROW

Someone was telling me you had a little trouble with the language in Switzerland the other day. Didn't you?

ARMSTRONG

Well, there - it was a cute little incident there. It was a funny thing. I was sittin' in the cabaret, and this waiter, he seemed to be very fond of me, and every time he passed, he'd give me a big smile, and -- and I'd say, "solid", you know. So he passed about three times and when he passed by the third time, he said -- and I said, "solid, Jack, " and don't you know, he went in the kitchen and came back with a big bowl of salad...(MURROW AND ARMSTRONG LAUGH) ...broke it up, dad.

MURROW

Louis Armstrong, you're sort of an ambassador with the horn. You been having a good time?

ARMSTRONG

Oh, everywhere -- everywhere I'm just telling you -- in all the countries and with all the musicians. After we get off and we go to a party or something where there's a band, all we do is pick up the instrument -- what are you going to play -- just start playing the same as we did in the Tail Gates in New Orleans.

MURROW

Uh, uh.

ARMSTRONG

It's the same music and it's universal, daddy.

rt

MURROW: What do you think your mother would think if she could see you on this triumphal tour of Europe that you're having?

ARMSTRONG: Well, she'd say--- is that my son blowin' on that horn.

MURROW: You going to Russia?

ARMSTRONG: I'd rush in there just as fast as they can send me. I mean, after all, my public is the same all over the world. They play for all the countries and all languages. They know I don't speak but one language, and that's bad English, but still and all they know the music's goin' to be great, so the government is thinking about sending me into Russia, then if we ever get -- let me tell you a incident, Mr. Murrow. In '53, I played Berlin, and I can't count the Russians that came through the Iron Curtain to hear "our Louis", That's the way they expressed it. When we all met at the Hot Club, they stood up and said it was a pleasure to take the chance to hear "Our Louis", and anybody say that the Russians don't love good jazz, oh you send 'em to me. You know?

MURROW: Well now, tell me this--if you went to Russia and had a chance to sit down with Bulganin and Khrushchev, for example, the two top men--the big cats in Russia--what would you say to them?

ARMSTRONG: Well, probably I won't see them cats. I'm lookin' for them Hot Club members, and if they come in and-what you say "gate, tell me, that will be all right with me. I mean, I wouldn't know who they are other than that, and they throw them Hot Club buttons on me I mean-- just sit down, daddy, have a good time. Don't worry about nothin'.

MURROW: Alright now, Louis, I know very little about music--as you know. Would you like to educate me a little?

ARMSTRONG: Well ...

MURROW: For example, what's the meaning of gut bucket?

ARMSTRONG: Gut bucket--that--a low and gutteral music, you know. (LOUIS GROWLS)...You know what I mean-but you don't do that all night.

MURROW: Uh, uh.

ARMSTRONG: You know what I mean? You play that for a tune and then you play a beautiful thing you can swing a such as "La Vie En Rose" "C'est Si Bon," all those tunes are considered under the jazz area. Now, it's the same thing when we played in Milano--- after I finished my concert at the Lyon Concert Hall, I'd rush over to the LaScala and stand by those big cats like Verdi and Wagner and all them and take pictures, (MORE)

ARMSTRONG: (CTD.) {Cause they figure our music's the same--we play 'em both from the heart...

MURROW: Uh, uh.

ARMSTRONG: ...Although they sing opera and they express themselves, but when we play, we express ourselves, and they wanted that picture to put up in the lobby...

MURROW: Uh, uh.

ARMSTRONG: ... me standing by those big boys there.

MURROW: I imagine that you would like to have another big boy with you on this trip---King Oliver. Wouldn't you?

ARMSTRONG: Oh, I love him 'cause after all he's my idol and he did more for the young musicians in my area than anyone that I know of. He would - we'd be walking up Rampart Street and run into Joe Oliver. We might have a lesson or a piece of music that was buggin' us. You dig?

MURROW: Yeah, I dig that.

ARMSTRONG: You dig. Okay Daddy, and I'd say, "PApa Joe, how you divide that? " He'd stop no matter where he was going and show it to us, where the rest of us would say, "Boy, I got no time" breaking our neck to get to the Eagle saloon. See?

mcf

MURROW: Uh uh.

ARMSTRONG: That's why we all love Joe Oliver.

MURROW: Well now, what's cool?

ARMSTRONG: Cool?

MURROW: Yes.

ARMSTRONG: In my estimation, it's a cat that's playing the trumpet and is lazy to hit a high note--he's too lazy ...(INDICATING WITH HAND)...Yeah.

MURROW: Alright. Now, what's Bop?

ARMSTRONG: Bop?

MURROW: Yes.

ARMSTRONG: What is that?

MURROW: I don't know. I'm asking you.

ARM[illegible]: Well, we haven't talked about it in so long, I mean...

MURRO[illegible] Alright. We'll discard it.

ARMSTRONG: I mean, it's been gone out--a passing fancy, dazzy.

MURROW: Alright, I see. Now, what's a cat?

mcf

ARMSTRONG: A cat? A cat can be anybody--from the guy in the gutter to a lawyer, doctor, the biggest man and the lowest man, but if He's in there with a good heart and enjoy the same music together--he's a cat, daddy.

MURROW: Well, you know listening to you tonight, I think I became a "cat" for the first time. (MURROW LAUGHS)

ARMSTRONG: Well, I always thought you were a "cat" when you used to sign off--"Dig Murrow tomorrow." (MURROW AND ARMSTRONG LAUGH)

MURROW: Alright. Let's go on--let's go on with my education.

ARMSTRONG: Yeah.

MURROW: Louis, what's barrel house?

ARMSTRONG: Barrel house--well it's all wrapped up in that-(LOUIS SINGING) "Oh, The Bucket's Got a Hole in It--OH" -- you know what I mean?

MURROW: Yes, I do.. I do.

ARMSTRONG: We played in--we played in Germany one concert the first time we went there, and the people was sitting there with those lorgnettes when they first come in, and we got down to "The Bucket's Got A Hole In It" they put them down, and "yeah daddy", that's -- that's the kind of music we call gut bucket...(MORE)

ARMSTRONG: (CTD.) (MURROW LAUGHS) ...and it's all in the area of jazz.

MURROW: Anybody ever call you Dipper any more the way they used to in New Orleans when you were a kid?

ARMSTRONG: Oh well, how many people know my name was Dipper?

MURROW: I do.

ARMSTRONG: Well--well, you're one of the -- one of the boys way back there, you know how---now dig this---I got the name Satchmo and they took the name from--Dipper from me. When I arrived in London in 1932, I run into the editor of "The Melody Maker" -- Percy Brooks...

MURROW: Yes.

ARMSTRONG: ...and the first thing he said, "Hello Satchmo," so I say, "What you say, daddy?" You know-- but when I ask my trombone player, who [illegible] and I asked him-- I said, "Why did he call me Satchmo? He say, "Beaause the man thought you had more mouth." (MURROW AND ARMSTRONG LAUGH)

MURROW: I never heard that.

ARMSTRONG: Yes - it was Satchelmouth, see but when he called me Satchmo, well he took a look at them crumb brushers and said it's more than that.

MURROW: Well, you know, Satchmo, what are you going to do when you don't any longer put that trumpet to your chops as you said a moment ago?

ARMSTRONG: What am I going to do ?

MURROW: You going to blow that trumpet with your last breath?

ARMSTRONG: Well, why should we talk about that. After all, with my Swiss Kriss I can live a hundred years. Man, are you kidding? (LAUGHS)

MURROW: Louis Armstrong, one final question- you're at the top of your profession. Why do you work so hard?

ARMSTRONG: Well, I love my work and the people think I'm working hard, but it's just a pleasure for me, I'm tellin' you, because I live my horn and I love my audience, and they love me, and we just have one good time every time I get up on the stage-- and it's such a lovely pleasure.

MURROW: Well, Louis, let's cut out of here before we get swept out. Shall we?

ARMSTRONG: Yes. Now take me with you. Take me with you, daddy, 'cause I know you got all that loot in your pocket. Get me one of them B and B's

(MURROW LAUGHS)

EDWARD R. MURROW

One of Armstrong's New Orleans classics through the years has been "12th Street Rag", and we'd like to show the effect of this Dixieland Piece on two audiences, one in Zurich and then in Lyon, France.

ARMSTRONG AND BAND PLAY "12th STREET RAG"

APPLAUSE

EDWARD R. MURROW:

Billy Kyle. (KYLE PLAYS PIANO SOLO)

Arvell Shaw. (SHAW PLAYS BASS SOLO)

That's Edmund Hall. (HALL PLAYS CLARINET SOLO)

EDMUND HALL:

This is the cut out.

HALL DANCES

SIGN: LYON - PALAIS D'HIVER

MCF

EDWARD R. MURROW

Trummy Young. (YOUNG PLAYS TROMBONE SOLO)

ARVELL SHAW:

oo-de-do

Oo-de-do

Oo-de-do (SHRUGS)

APPLAUSE - WHISTLING - SHOUTING

BAND COUNTINES "12TH STREET RAG"

EDWARD R. MURROW

Barrett Deems at the drums

MUCH APPLAUSE SHOUTING WHISTLING. DRUMMING ON TABLES

ARMSTRONG SIGNING AUTOGRAPHS

EDWARD R. MURROW

We have been touring Europe with "Satchmo". We dig him some mo' in exactly one minute.

COMMERCIAL

TRAIN WHISTLE:

EDWARD R. MURROW:

The triumph of Louis Armstrong in Europe continues by air, by bus and by train [illegible].

PLAYING MUSIC ON TRAIN: "SUNNY SIDE OF THE STREET".

EDMUND HALL PLAYING SOLO: "SUNNY SIDE OF THE STREET"

EDWARD R. MURROW:

That's Mrs. Armstrong.

ARMSTRONG SINGS: "SUNNY SIDE OF THE STREET"

"Never ... cent... "I'LL be reaching round your doorstep
Goldust at my feet, oh baby - [illegible],
On the sunny, sunny side of the street."

EDWARD R. MURROW:

The world of Louis Armstrong extends all the way from Melbourne, Australia to Roubaix, and in both places he wowed 'em with "That's My Desire."

ARMSTRONG AND VELMA MIDDLE TON SINGING: "THAT'S MY DESIRE"

ARMSTRONG: (SINGING) "To spend one night with you in our old rendezvous
And ball it up with you - that's my desire.

VELMA MIDDLETON: Mine too.

ARMSTRONG: Mine too.

... ...

... ...NG:

mcf

EDWARD R. MURROW

Until Armstrong got to Helsinki, Sibelius held a box office record of thirty-six hundred paid customers . Satchmo had seventy-five hundred customers for "Blueberry Hill".

ARMSTRONG: SINGING:

"You were my thrill--yes--Blueberry Hill" (SKAT SINGING)

EDWARD R. MURROW:

In Sweden and in Italy, where he is tonight, Velma Middleton and Armstrong sang "Kokomo."

ARMSTRONG AND VELMA MIDDLETON:

VELMA: "Oh, don't you know"

ARMSTRONG: "Oh, don't you know?

VELMA: "I love you so"

ARMSTRONG: "I love you so"

VELMA: "Oh, don't you know"

ARMSTRONG: "Me--Satchmo"

VELMA: "Yes, yes, I know--- when you holler hey, hey Kokomo."

ARMSTRONG: Kokomo.

APPLAUSE

EDWARD R. MURROW

As Hughes Panassie, the distinguished French critic has said, "Armstrong is more than ever the King of Jazz"

(MORE)

EDWARD R. MURROW:

(CTD.) And he goes on to say: "There is no difference between the Armstrong of today and the Armstrong of 20 years ago." He has remained young and faithful to his art and to Basin Street.

MUSIC: "BASIN STREET"

EDMUND HALL - SOLO - APPLAUSE

ARVELL SHAW - SOLO . APPLAUSE

TRUMMY YOUNG - SOLO

APPLAUSE - DRUMMING ON TABLES

CURTAIN CLOSES - MORE CHEERING

EDWARD R. MURROW:

Two originals--Grandma Moses and Louis Armstrong. Good night and good luck.

COMMERCIAL: (FILM AND LIVE)

ANNOUNCER:

SEE IT NOW, like the new "See It Now" book is edited and produced by the partnership of Murrow and Friendly.

"Meet Millie" and "Red Skelton" were not seen tonight but will return next week as usual over many of these stations.

December 13, 1955

MURROW TALKED ON RADIO AND TELEVISION WITH SOLDIERS, STATESMEN, ACTORS, MUSICIANS, [redacted] OTHER REPORTERS, BUT HIS INTERVIEW ON "SEE IT NOW" WITH GRANDMA MOSES IN HER NINETY-SIXTH YEAR WAS ONE OF A KIND.

MURROW: You had an ancestor who came over on the Mayflower, didn't you, Grandma Moses?

MOSES: I came on it myself. (MURROW LAUGHS) Some of my blood.

MURROW: Tell me, do you ever put yourself in your paintings?

MOSES: No. I never have.

~~MURROW: You have not?~~

~~MOSES: No.~~

MURROW: Do you hate to see a painting sold after you've made it and like it and looked at it a long time?

MOSES: Oh, no. No.

MURROW: No?

MOSES: No, I'd rather see the money.

MURROW: You don't have any attachment to it.

MOSES: No, not at all.

~~MOSES: No, not at all.~~

MURROW: Well, Grandma Moses, for people who don't have to work as hard as you did when you were young, what sort of advice would you give to those people if they had time to try their hand at painting?

MOSES: Well, anybody can paint that wants to paint.

MURROW: Can they?

MOSES: Oh, sure, sure. Anybody can paint.

MURROW: I couldn't, I'm sure.

MOSES: Yes you could, too. Here. Here now, let's just see if you can't draw a picture.

MURROW: No. I -- I...

MOSES: Right here now. Make a man right there on the -- that.

MURROW: I couldn't make a man.

MOSES: Make a tree then.

MURROW: Well, a tree I can...

MOSES: Sure. Now, you put on branches -- branches. Sure, anybody. You keep on trying and trying. You do better all the while.

MURROW: And so your advice to anyone who would like to learn to paint is just to paint. Is that right?

MOSES: Yes, commence to paint, not to be taught anything except mixing colors. Because if they have a teacher, they will soon paint as the teacher paints, and it's best for them to use their own ideas.

MURROW: Is this the table where you do your painting?

mr

MOSES: Yes. This is the old table where I always did all my painting on when I was up home. Now, I do it on a smaller stand.

MURROW: That's a very old table. [redacted]

MOSES: Yes, ~~this is a very old table.~~ It was built for a log cabin away back in seventeen -- 1762, I think it is.

MURROW: [redacted] And did -- did you paint it?

MOSES: I painted it, yes. It was painted red, you know, like this here -- this shade of red like the old-fashioned things were painted in those days.

MURROW: When did you paint it?

MOSES: Oh, it must be forty-five years ago, [redacted] about the very first painting I did. ~~I painted it. Now, here, this is my house. This is the house that was built afterwards.~~

~~MURROW: Uh, uh.~~

~~MOSES: But the first -- the first house was a little log cabin. You see it on the other side.~~

~~MURROW: Oh yes. You've got a mill wheel here too. Haven't you?~~

~~MOSES: Yes, there was a mill there. Every stream had mills on it in those days.~~

fad

MURROW: You did one painting of a scene down in the Shenandoah Valley, didn't you?

MOSES: I did. Long, long ago. I painted that for my son. He wanted me to paint the -- his birth-place down South. That's how I come to paint that. ~~There Blue Ridge~~ Up there is the Blue Ridge.

MURROW: Yes.

MOSES: And over there goes the Skyline Drive today. Those green trees down this side was what they called the deep woods. They, I expect now, are all gone. There was a peach orchard in one -- one of those places there. We lived in this lavendar house there in the center.

~~MURROW: Oh, yes.~~

~~MOSES: These are black walnut trees there, in front of it, and they were cut down while we were there, and if we wanted to cross the river, that was the Shenandoah River, we had to cross it either in a buggy or a boat or horseback.~~ That little building down there is where I made the butter for fifty cents a pound...

MURROW: Uh, uh,

MOSES: ...fifty years ago. That was my first making money.

MURROW: So butter is sort of like paintings. If it's a superior quality, it brings a better price. Is that right?

MOSES: Well, I don't know. [redacted] I can't say that my butter's any better than anybody's else's.

MURROW: The President sent you one of his pictures. Didn't he?

MOSES: Yes, but that was long before he was going to be President.

MURROW: [redacted] Do you think he has much ability as a painter?

MOSES: Yes. I think he's a very nice painter — I should judge from what I've seen of his work.

MURROW: What do you think of Sir Winston Churchill as a painter?

MOSES: Very good. (LAUGHS) I think he's trying to copy me, though. [redacted] Yes, he does very good, but how does he get time for that work?

MURROW: Well, perhaps he'll have more time now that he's out of office.

MOSES: Maybe. I hope so. He's -- he's done a good job.

fad

~~MURROW:~~

~~Do you ever look at the paintings of foreign artists?~~

~~MOSES:~~

~~Some. I never have seen so much. You know, I never been away from home much. Most that I've seen is in pictures.~~

MURROW:

Have your hands always been as steady as that?

MOSES:

Early in the morning, my hands are pretty steady. Of course, to do real fine work like putting in window lights and so forth into a picture, it's --- unless you have an unusually fine brush.

MURROW:

How did you like Washington when you went there, Grandma Moses?

MOSES:

There are some things I liked very much in it, but I see very little of it.

MURROW:

Grandma Moses, why did you go to Washington on that trip?

MOSES:

I was invited down.

MURROW:

By the President? Wasn't it?

MOSES:

Uh, uh.

MURROW:

That was President Truman.

MOSES:

Uh, uh.

MURROW:

What happened when you got there?

MOSES:

Well, we had [redacted] tea, and I went in and there came up a severe thunderstorm while I was there, and we went into this house, and he told us not to -- not to be afraid, he says, Grandma -- 'cus it was Grandma I suppose, is the reason because he didn't want Grandma to be afraid, and to sit down on the settee, and my daughter-in-law sat down on the other corner of it, and he came over and sat down between us, and he says, "This house is a very large house," he says, "and there's a lot of lightning rods on it," and he says they were no danger, so then when we talked about farmin'. I thought he was one of my own boys. He seemed so everyday-body-like. And we talked about different things, and across the room was a very nice piano, and I asked him if he ever played, and yes, he did. I says, "Can you play for us?" And sure enough he did. ~~I can't tell you now just what he played. That's the one time I did know what he played.~~

~~MURROW:~~

~~Tell me, how many grand children do you have?~~

~~MOSES:~~

~~I think I have 17. I haven't counted them lately.~~

~~MURROW:~~

~~And how many great grand children?~~

pf

MOSES:

~~Great grand-children -- that's what I speak of.~~

~~MURROW:~~

~~Oh the seventeen. I'm sorry.~~

~~MOSES:~~

~~Oh well, I have 11 11 grandchildren.~~

MURROW:

Is it true, Grandma Moses, that you remember Mr. Lincoln's death?

MOSES:

Yes, I can remember his death very well. I was going with my mother and aunt from Greenwich, coming down here toward Eagle Bridge to my grandmother's, and as we came along near Coily above [redacted] Cambridge, my mother says, "Why," she says, "I see everything is wrapped in black. What does this mean? The trees, the doors, and the posts of the houses." She said, "What does this mean?" And she worried and worried. She got down into Cambridge, and then she says, "I'm going into the store," she says, "and find out what it's all about." So she went into the store and they told her that the President had been assassinated the night before. That is the first that I knew of it. And Mother came out, and she felt so bad that she-- she shed tears, but Aunt Lib said, "Oh well," she says, "We can't help it," and she went on --- we went on. But that is the first I knew of Lincoln. That is the first I knew there was a President, even.

~~MOSES:~~

~~That's the way it was in those days.~~

~~MURROW:~~

~~They believed more strongly in things then.~~

~~MOSES:~~

~~Yes. Yes. They were more determined and the only way was to fist fight it out. Now we talk it out.~~

MURROW:

Do you ever look at television?

MOSES:

Sure I do.

MURROW:

Do you like it?

MOSES:

Some of it I like; some of it I don't like. Some of it I think they'd ought to change. I don't think it's so good for young folks.

MURROW:

What sort of thing do you think ought to be changed?

MOSES:

My daughter says it's just because I'm jealous, but see those girls come out there, their tights on and goin' to dance and carry on. I don't like that.

MURROW: Well, Grandma Moses, what do you see as happening in this world in the next twenty years?

~~MURROW: Now, now, now, now, now, wait a minute. Is that projected from the memory of your childhood perhaps?~~

pf

MOSES: Well, if it keeps up on as it has for the last fifty years, I think we're all goin' to be lost. I don't know. Everything is going to be changed--entirely different it has for the last fifty years, you know.

MURROW: How do you mean"Lost"?

MOSES: Like when I was a child, I used to love red calico so much, and they used to have a bright red calico, bright as these colors here...

MURROW: Yes.

MOSES: ...with little figures in it, and I did want a red dress like that, but I never got it, and I asked mother why it was they didn't have it any more. They all had dull reds and browns. She said, "That art has been lost. Well, why did it get lost? How does it get lost?" "Well," she says, "through war." So much fightin' that there was a lot of those arts that were lost. And they have never found them since then, unless they found them in the last few years.

MURROW: Yes.

MOSES: But they never found them in her day.

MURROW: Were you always fond of bright colors?

MOSES: Yes, in a way I always did like bright colors. I always wanted a red dress, but I never got one.

MURROW: What--what are you going to do for the next [redacted] twenty years, Grandma Moses?

MOSES: I'm goin' up yonder. [redacted] Naturally--naturally I should. After you get to be about so old you can't expect to go on much farther.

MURROW: But you don't spend much time thinking about it or worrying about it, do you?

MOSES: Oh, no! No. You don't worry because you think, well, what a blessin' 'twill be. What a blessin' 'twill be all united again. I'm the last one left of my four sisters and brothers. My father and mother -- and I guess all my aunts are gone. I've got a few cousins left.

MURROW: So this is something that in a sense [redacted] you have no fear about or no apprehension?

MOSES: Oh, no. No, we go to sleep and wake up in the next world. I think that's the way. Did you ever know when you went to sleep?

MURROW: When I went to sleep?

MOSES: Uh, uh.

MURROW: No, I don't think so.

MOSES: You never knew just when the last...

MURROW: No. That's true.

MOSES: ...When the last thought came you didn't know.

MURROW: That's true.

MOSES: You might wake up the next morning and think, well, that's what I was thinking about, but you didn't know when that last thought came. Well, that's the way you'll go to sleep.

MURROW: Well, you will leave more behind you than most of us will, when you go to sleep.

MOSES: (LAUGHING) I don't know about that. I don't know. They're pretty ambiticus.

"SEE IT NOW"

THE FARM PROBLEM:

A CRISIS IN ABUNDANCE

January 26, 1956

SIN
Cowden, H.A.

Consumers Cooperative Association

CO-OP

P.O. Box No. 2359

HOWARD A COWDEN
PRESIDENT

Kansas City 13, Missouri

February 8, 1956

Mr. Edward R. Murrow
Columbia Broadcasting Station
New York, New York

Dear Mr. Murrow:

This is a belated expression of my sincere appreciation of the way you presented the farm situation to the nation's television audience on January 26.

My impulse at the moment was to write a letter of commendation, but I postponed it in the rush of other matters. As the days have elapsed I have been concerned lest you and the Columbia Broadcasting Company might have some doubts as to whether your presentation was adjudged fair and accurate by persons close to farm conditions. This present concern stems from the fact that you have been subjected to some criticism in Washington.

I have been close to farmers and their problems in the midwest for nearly 40 years. It just happens that I spent some time in Corning, Iowa, last fall. I know some of the men you interviewed. I know the conditions on which they based their comments. I also feel that I have a close acquaintance with farmers of all of the states adjoining Iowa. Finally, I know that it is difficult to depict a national condition in terms of a few local situations. But when your telecast was ended, I could find little criticism of it. It was a fair and objective presentation of the way farmers feel. There is a difference between the way they feel and the way some people think they ought to feel, and you brought that out.

I think you did more to make the nation conscious of the "farm problem" than has been done by any other individual--and that goes for farm leaders as well as reporters and commentators. I hope you and CBS are not in any way discouraged by some of the comments that were directed at you. You have done a national service in the presentation of this problem. May you continue to treat other problems in the same manner. Somebody must do that if our democracy is to remain healthy.

Sincerely,

Howard A. Cowden

Howard A. Cowden

CCA

AFFILIATED NATIONAL COOPERATIVES, INC., U.S.A. INTERNATIONAL COOPERATIVE TRADING AGENCY, LONDON, ENGLAND
INTERNATIONAL COOPERATIVE PETROLEUM ASSOCIATION, NEW YORK AND LONDON

SIN
Draper, Norman

February 15, 1956

Dear Mr. Draper:

First, permit me to apologize for the delay in answering your letter of February 7th. I have just recently returned from two weeks in the Middle East.

I did not ask Mr. Whitmore during the interview to identify the two meat packing companies to which he referred; perhaps I should have. Mr. Whitmore has not been in communication with me since the program, and I do not feel that it would be appropriate for me to suggest to him how or whether he should respond to your communication.

As you are perhaps aware, Secretary Benson is discussing the farm issue over this network for half an hour on February 23rd; and subsequently on March 1st, Senator Anderson will be discussing the same subject.

Sincerely yours,

Mr. Norman Draper, Director
Department of Public Relations
American Meat Institute
59 East Van Buren Street
Chicago 5, Illinois

rh

American Meat Institute

59 East Van Buren Street, Chicago 5

Telephone: WAbash 2-4686
Teletype: CG-106

Department of Public Relations

February 7, 1956

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York 22, New York

Dear Mr. Murrow:

We have refrained from writing to you with respect to your "See It Now" program on January 26, during which food distributors and the meat packing industry came in for considerable direct or implied criticism. The reason we have refrained from writing you is because we had hoped to be able to find some way of replying to the most unjustified criticism, this having been voiced by Wayne Whitmore, a banker of Corning, Iowa. It seemed to us that the very essence of the criticism of this industry was contained in Mr. Whitmore's remarks.

Mr. Whitmore, being a banker, undoubtedly was acquainted with actual facts but, nevertheless, he took it upon himself to state that he knew two meat packing companies who last year made greater profits than ever before in their history. There is a "trick" in this statement. In the first place, it was made to appear that industry profits were exorbitant, when everybody knows (certainly including bankers) that last year's profits, according to annual reports so far published, averaged less than one cent per dollar of sales; so small as to make no appreciable difference in the price consumers paid for meat and what producers received for their animals. And these profits were on the entire operations, in all fields, of the various packing companies. They did not represent profits on pork operations only. Yet, quite a bit of the program was directed to pork operations. The fact is that most packers of which we have knowledge actually had pens that were running with red ink on pork operations in 1954. Naturally, if a meat packer made a profit in 1955 and he made virtually no profit in 1954, he did much better in 1955. But to state it the way Mr. Whitmore did seems to us to have been entirely misleading.

We have made efforts to have Mr. Whitmore give us the names of the two packing companies to which he referred. He has declined to answer two telegrams, which were entirely courteous and in which we offered to cooperate with him in correcting any misunderstanding his remarks may have left with viewers of your program.

AIR MAIL

We wonder whether Mr. Whitmore consulted you in any way in connection with our request for names. And, if he did not, we wonder whether you would feel free to suggest that he might furnish them, inasmuch as the original arrangements for his appearance on your program were made by you or your associates. We are extremely anxious to have the public understand facts, and these are very different from the way they were made to appear in Mr. Whitmore's remarks.

May we have the pleasure of hearing from you?

Sincerely yours,

Norman Draper

Norman Draper,
Director

ND:m

DOUG EDWARDS SHOW: OCTOBER 17. 1956

Eng Post

POLITICAL EXPERT LISTENS, READS, THEN GUESSES.

SOME EARLY GUESSES HAVEN'T TURNED OUT TOO WELL -- THE FARMERS WERE IN REVOLT: REPUBLICANS MIGHT LOSE THE FARM BELT.

NIXON WAS TO BE THE STORM CENTER. WINDS OF CONTROVERSY AROUND HIM AND HIS TACTICS -- THE PRESIDENT'S HEALTH WAS TO BE A BIG ISSUE: AND FOREIGN POLICY WAS BOUND TO PLAY A BIG PART IN THE DEBATE.

THINGS HAVEN'T TURNED OUT QUITE THAT WAY. MOST REPORTS FROM FARM BELT INDICATE REVOLT CONSIDERABLY WEAKER THAN ANTICIPATED. SOIL BANK CHECKS ARE IN THE OFFING -- MANY FARMERS STILL WISH THE PRESIDENT HADN'T KEPT BENSON AND HIS POLICY$ BUT HE ALSO KEPT THE PEACE AND THAT WEIGHS HEAVILY.....ANOTHER 1948 DOES NOT APPEAR TO BE SHAPING IN THE MIDDLE WEST

MR. NIXON MAINTAINED UNRUFFLED DIGNITY, CAMPAIGNED VIGOROUSLY, BUT HAS TRAVELLED THE HIGH ROAD IMPECCABLY - NIXON OF 1956 NOT BEEN THE ISSUE. SO DEMOCRATS CONCENTRATING ON THE NIXON OF '52 AND '54 AS WARNING OF WHAT THE NIXON OF 1960 MIGHT BE.

FOREIGN POLICY DOESN'T SEPARATE THE PARTIES DECISIVELY. DEMOCRATS HAVE CONTENDED FOREIGN COUNTRIES DISILLUSIONED OUR LEADERSHIP, PRESTIGE FALLING IN EUROPE, DECLINING IN ASIA - MIDDLE EASTERN POLICY CONFUSED, INDECISIVE - DEMOCRATIC CRITICISM APPEARS NOT SO MUCH AIMED AT BASIC POLICIES AS WAY THEY'VE BEEN CONDUCTED - REPUBLICANS ACCUSED NOT SO MUCH OF DOING WRONG THINGS AS OF NOT DOING THE RIGHT THING WELL. THE SUEZ CRISIS HAS LOST US FRIENDS AND INFLUENCE EVERYWHERE, IS TEMPTING TARGET FOR STEVENSON, BUT HE'S RULED IT OUT WHILE MR. DULLES IS NEGOTIATING.

THE PRESIDENT'S HEALTH DEALT WITH MAINLY BY INFERENCE -

STEPPED UP CAMPAIGN COMMITMENTS - IN PERSON LOOKS AS THOUGH HADN'T GONE THROUGH WHAT HE HAS GONE THROUGH. - NO PRECEDENT, HEALTH COULD EXX STILL BE A DETERMINING FACTOR, BUT LITTLE EXXX

S.I.N.
Ernst, Margaret

February 16, 1956

Dear Margaret:

Many thanks for your note about the farm show. We are doing another non-controversial piece on March 13th on Israel and Egypt.

As ever yours,

Mrs. Morris L. Ernst
2 Fifth Avenue
New York 11, New York

rh

MRS. MORRIS L. ERNST
TWO FIFTH AVENUE
NEW YORK 11, NEW YORK

January 27th

Dear Ed,

A 21-gun salute for your program last night on "the farm problem". This kind of reporting makes TV worth floor-space in our home. Please do more programs of this splendid scope and excitement.

As ever,
Margaret

Ferry, W.H.

Telephone: MUrray Hill 2-1250

The Fund for the Republic INC.

60 East 42nd Street, New York 17, New York

January 27, 1956

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York City

Dear Ed:

The show last night was magnificent. For once I agree with Gould. He even sounded human and as if he had really looked at and enjoyed the show. Perhaps it is just that he likes miserable farmers. You have doubtless heard of the preview Fulton Lewis gave the show. I enclose a transcript. You will note that he makes a suggestion in the last paragraph!

Regards from all,

W. H. Ferry

Manuscript Service

Texts of Broadcasts

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NEW YORK 17, N. Y.
MUrray Hill 7-6658

"THE FARM PROBLEM: A CRISIS OF ABUNDANCE"
January 26, 1956

Special for FUND FOR THE REPUBLIC, INC.

January 20, 1956

FULTON LEWIS, JR. CRITICAL OF COMING EDWARD R. MURROW PROGRAM

Fulton Lewis, Jr. at 7:00 P.M. over WOR (N.Y.) & MBS Network:

"Mr. Edward R. Murrow is up to his old political hatchet activities once again, still under the guise of impartial and objective factual reporting. But this time, fortunately, I happen to have caught up with him in advance, and therefore I'm in a position to warn you in advance of what is coming so that you may see the deed as it is committed, which will be next Thursday night from 10:00 to 11:00 P.M., Eastern Standard Time.

"Mr. Murrow came into Washington quite quietly yesterday with the film for the 'See It Now' television program, which is going to be entitled, 'The Farm Problem--A Crisis of Abundance.' He had arranged in advance to have the very respected and reputable editor of an excellent Washington newsletter on farm affairs, Mr. Glenn March (?)--the name of the newsletter is 'The Lowdown on Farm Affairs' --Mr. Glenn March, to gather together some of Mr. March's fellow newsmen and editors here in Washington for a preview of this program and a press conference with Mr. Murrow on the subject.

"As you can well imagine, I was not among those who were honored with an invitation, but I nevertheless found out what was going on. And Mr. Glenn March, when he found out what was going on under his hosting, was entirely horrified.

"The issue of his newsletter, which went to press--to print today, deals with the subject of Mr. Murrow's proposed program most effectively. And inasmuch as this was Mr. March's party, I

think the best thing to do by way of reporting the event to you is to read you his version of it as printed in today's newsletter. It is entitled, quote, 'A Clever Hatchet Job,' unquote, and it reads as follows, quote:

"'Edward R. Murrow, whose trademark of CBS television shows, "Person to Person" and "See It Now", is a halo of cigarette smoke, this week will deviate from his usual practice of interviewing national celebrities in their homes to do what purports to be a pictorial review of the nation's farm problem. The editor of this newsletter, one of a group of Washington newsmen who saw a limited preview, would advise that the CBS commentator stick to his celebrities.'

"He then gives the time, the date and the title of the show, and says it, quote, 'gives one of the most distorted pictures of the so-called farm problem this columnist has ever witnessed. To be charitable, someone sold Mr. Murrow a bill of goods.'

"Then it continues, 'When his camera crew and script writers went into the field to gather data, pictorial and otherwise, they were steered into a sector of Iowa where a straight two-year drought has cut deeply into farm income. The inference, of course, is that the plight of farmers in the area stems from a callous, indifferent Administration, which, through its policies, is forcing farmers to the wall and sounding the death knell of the family-sized farm.

"'It is significant that Mr. Murrow selected the little town of Corning, Iowa, for this heart-rendering sequence. Corning, Iowa, is the birthplace and the headquarters of the new National Farm Organization started several months ago by ex-feed salesman, J. Lowre (?), now ostensibly operating as a political front to discredit Secretary Benson and the Administration's farm program. Not only does Mr. Murrow's program turn the spotlight on the home town of the NFO--that is, the National Farm Organization--but gives generous time to NFO's most ardent mouthpiece, the aging ex-Governor, Dan Turner of Iowa. Not a single sequence in which spokesmen for the three major farm organizations are permitted to express their views.'

"Now a subtitle: 'Word Picture of Woe:--The selection of drought-stricken Corning, Iowa, to depict the plight of 5,000,000 farmers could not have played into the hands of the left-wing rabble with more effectiveness if it had been planned deliberately. In this sequence, the picture of the Corning railroad depot was

flashed on the screen, with Mr. Murrow's resonant voice painting a word picture of economic woe: "An auction sale on the farm home of Korean veteran, Dale Anderson, forced to sell everything under the hammer because he couldn't make a go of it." Even the heart tugging sale of the baby's crib, which the Anderson baby, for your information, long since has outgrown.

"'Mr. Murrow's voice dripped sympathy over the sale of a second-hand scoop shovel for $2.50, which he says cost Mr. Anderson $7.00 new, and a plow knocked off for $70 which originally cost 250. It was evident that Mr. Murrow has never attended many auction sales, where second-hand machinery and equipment, like used cars, sell well below their original cost, even in good times.

"'In the background, Mr. Murrow wonders out loud at this and like situations in sounding the death knell to the family farm in America, as if the Corning situation is typical of rural America.'

"Subtitle: 'Political significance:--Why did Mr. Murrow pick Corning to portray the plight of farmers everywhere? A newsman asking that question. His reply was that it was recommended by his advisers, but he did not say who his advisers were. Another newsman asked whether Mr. Murrow had considered the fact that his program and its influence might be used politically during the current presidential campaign. Mr. Murrow admitted that the film would be made available for distribution for so-called educational purposes, but said that it would make no attempt to advocate farm policy. Instead, he said, it would merely point up the problems and leave it to the politicians to work out the solution. Which is exactly what the NFO, to which Mr. Murrow apparently has fallen prey, says.'

"The article then goes on to say that Mr. Murrow must be naive, indeed, if he doesn't believe that his program will be used as an authoritative document by the left-wingers bent on socializing American agriculture. And he picks up, quote, 'The Murrow show follows the usual Morrow pattern when he does a hatchet job. After cutting Mr. Benson's throat from ear to ear politically, it proposes to let Mr. Benson have five minutes out of the hour to defend himself, all of which is designed to leave the Secretary dangling with a lame rebuttal which could hardly offset 55 minutes of severe indictment. We note that Murrow used the same pattern on Representative Francis Walter of Pennsylvania and a chief investigator for the Senate Internal Security Committee.'

"And he closes: 'Mr. Murrow can't say that he wasn't told the facts of life about the farm situation. Critics who attended his press conference and preview told him where it erred and pointed out the dangers of misrepresentations to those who will view it and who are not familiar with agriculture and its problems. His reply was that if the show did not do anything more than make farmers itch it would serve his purpose, which indicates that the script will not be changed.'

"And remember, the report you have just heard is by Mr. Murrow's host at the preview.

"So Mr. Murrow is back at his old tricks again, and I suppose the Fund for the Republic will finance distribution of this film as it has done for him on two prior occasions. But at least you know in advance what is coming--what is coming up and how phony it is, and will not be taken in by it."

Horan, Walt.
5 DN

WALT HORAN
HOUSE OF REPRESENTATIVES
WASHINGTON, D. C.

Jan. 8 '56

Dear Ed—

May I congratulate you and the fine folks who helped to make Sunday's "See It Now" one of the best TV shows of all time.

It showed the real people of Clinton Tenn. and it was a proud profile!

The Superintendant, the all-state Guard, The School Teacher (what a sound speech!), the Minister, Mr Allen — all of them were grand.

Somehow, Ed, it restored, no— I should say renewed a faith in Mankind.

Sincerely

Walt. Horan.

O'Konski, Rep. Alvin SIN

ALVIN E. O'KONSKI
MEMBER OF CONGRESS
10TH DIST., WISCONSIN

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ARMED SERVICES

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House of Representatives
Washington, D. C.

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January 27, 1956

Mr. Edward R. Murrow
Columbia Broadcasting System
New York, New York

Dear Ed:

Congratulations on the wonderful job on the "See it Now" program pertaining to the farm problem.

I thought it was one of the greatest pieces of public service ever to appear on any television program.

I think you contributed more than words can tell to a thorough understanding of this problem.

With kindest regards, I am

Sincerely,

Alvin

Alvin E. O'Konski, Congressman
10th District of Wisconsin

Sheats, Paul H.
SI 2

January 17, 1956

Dear Paul:

Belated thanks for yours of December 2nd; such comments are most encouraging. We are trying another on the farm problem with real dairy farmers on January 26th. I, more and more, think there is no substitute for people.

As ever yours,

Mr. Paul H. Sheats
Associate Director
University Extention
University of California
Los Angeles 24, California

rh

UNIVERSITY OF CALIFORNIA

UNIVERSITY EXTENSION
LOS ANGELES 24, CALIFORNIA

December 2, 1955

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Ed:

It has been a good many years since I last talked with you in the days when Chet Williams and I were working with John Studebaker on the Federal Forum Program, but I have followed your many activities with admiration and gratitude. It is, perhaps, of some significance that the program last Sunday, on the Jefferson County Schools, made such an impact on this particular viewer that I feel compelled to write and express congratulations and appreciation. I think it is about the best program you have ever done, and that is saying a lot because there have been many outstanding ones in the past few years. In trying to analyse why this came over so much better than your treatment of Dick Poston's program in southern Illinois, for example, I have come to the conclusion that one major reason was the unhurried nature of it. You really gave us time to get to know these people well enough to understand their point of view, and the contrast with the typical twenty-second man-on-the-street interview was overwhelming. Incidentally, that sequence up in the mountain village is a classic contribution to the American heritage. For heaven's sake, do not let this authentic bit of Americana get lost! Pro or con, the people on this show were so wonderful that I will be surprised if there isn't a new migration of settlers to Jefferson County. I felt like moving up there myself.

Anyhow, keep up the good work. Even those of us who only write letters every twenty years are deeply in your debt.

Sincerely yours,

Paul Sheats

Paul H. Sheats
Associate Director

PHS:mh

P.S. We are just completing a 16 week series of half hour shows on opera for Ann Arbor. If you happen to catch it on any of the educational TV stations I would appreciate your reaction. Also, when you get out this way let us know & we will put out the welcome mat.

PHS

Symington, Senator
S I N

RICHARD B. RUSSELL, GA., CHAIRMAN
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United States Senate

COMMITTEE ON ARMED SERVICES

February 1, 1956

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York 22, New York

Dear Mr. Murrow:

Senator Symington is very much interested in obtaining a transcript of your show of last Thursday night, January 26, on the farm problem.

If it is available, we would appreciate your sending a copy to us here at 254 Senate Office Building, Washington 25, D. C.

Sincerely,

Stanley R. Fike

Stanley R. Fike
Administrative Assistant
to Senator Symington

SRF:h

We thought you made a very fair presentation as shown by Senator Symington's comments the following day.

was the key to progress and prosperity, just as commercial war was the enemy.

As a representative of the United States overseas, Gallatin served on a commission that negotiated the Treaty of Ghent with England that concluded the War of 1812. In 1818, he assisted United States Minister Richard Rush in London in concluding a commercial convention. In 1827, at the behest of John Quincy Adams, Gallatin as Minister to England, sent the problems of the delicate northeast boundary dispute with Britain to the King of Holland for arbitration. Had the Senate not rejected Gallatin's efforts in this arbitration, Maine would today be larger by several thousand square miles, for this issue was not to be settled—adversely for the United States—until 15 years later.

In New York City, from 1831 to 1839, Gallatin was president of the national bank which was to bear his name until 1912 when it was absorbed by the Hanover Bank.

Switzerland, the land of his birth, gave the illustrious immigrant the training in fundamentals (he distinguished himself as a scholar at Geneva Academy); while the young republic of America provided him with the opportunity to employ his vast talents in her development.

From time to time in the history of our country's commercial relations with other nations, sight is lost of the wise precepts of Gallatin. Errors in judgment, politically motivated, are often made. One such step backward was committed not long ago when a higher tariff was imposed on Swiss watch imports. This error was more recently compounded by the increased bicycle tariff. Our country's position as a reliable commercial partner has been senselessly and seriously weakened in the eyes of other nations.

But today, since Gallatin was born a Swiss, I would like to mention briefly the problem of trade as it concerns both his adopted and native lands. Since the bulk of the American watch importing industry is centered in my home State, I have a special interest in this matter.

The tariff increase not only hurts the Swiss, but, because of reduced imports, levies a serious threat to the livelihood off American importers, as well as the skilled assemblers who work for them and the wholesale and retail jewelers who sell the watches. The American consumer, whose interest Gallatin had always in mind, and for whom he worked to reduce taxes, is also adversely affected. We must pay more for our watches. Also, with fewer watches being brought in, revenues from import duties are not increased, but rather may actually decrease.

Both within and without my State, the manufacturers and farmers who send goods—for which they are paid in cash—to Switzerland, must view with alarm any attempt to weaken the purchasing power of America's best cash customer in Europe. For it is only reasonable that the Swiss, in shifting markets for their products to other areas, will buy their necessities increasingly from other nations.

Wise tariff policies in Gallatin's time proved to pay substantial dividends. There is to me no doubt that they will today. Let us honor the memory of a great American by looking again at his farsighted policies and adapting them to our present needs in a vastly shrunk and interdependent world.

EZRA T. BENSON, SECRETARY OF AGRICULTURE

Mr. HUMPHREY. Mr. President, I ask unanimous consent to have the privilege of addressing the Senate for not more than 10 minutes.

The PRESIDENT pro tempore. Is there objection to the request of the Senator from Minnesota?

The Chair hears none, and the Senator may proceed.

Mr. HUMPHREY. Mr. President, I am sure that many of my colleagues will be interested in what I have to say, and I would appreciate their attention, if I may have it.

Some of my colleagues are aware of the fact that in past weeks I have been spending a little time reading publications. For instance, I read the January 16 issue of Life magazine with considerable interest. I am a subscriber to Harper's magazine, and I read with considerable interest an article appearing in the December issue. It was delayed reading, for I have been behind in my reading because of pressing duties in the Senate. However, I did read an article by John Fischer, entitled "The Country Slickers Take Us Again."

Listen, Mr. President, to what Mr. Fischer had to say, and then listen to what someone else had to say about it. I shall quote only a few sentences, and then ask unanimous consent to have the entire article printed in the RECORD.

I read from the article:

Our pampered tyrant, the American farmer, is about to get his boots licked again by both political parties.

I read further from the article:

The record of recent elections indicates that the farmer is generally eager to sell his vote to the highest bidder, and that city people are too indifferent (or benumbed) to resent this legalized corruption, even when the bribe is lifted right out of their own pockets.

Another quotation:

When any hog keeps his jowls in the trough long enough, he gets to thinking he owns the trough.

Listen to this:

The ordinary Iowa farmer has a minimum of two new cars and they are usually brand new Buicks or Oldsmobiles or Cadillacs. These Iowa swinegrowers and steer fatteners are of course better off than many of their brethren in other States.

Listen to this quotation:

As a result, the individual farmer isn't much worse off—only about 5 percent—than he was at the peak of his scandalous wartime prosperity.

Listen to this:

The article says that Assistant Secretary Earl L. Butz contends that "too many people are trying to stay in agriculture."

Reading further:

That is the nub of the whole story—and politicians of both parties have been avoiding it for years. At least 40 million of our 350 million acres of cropland ought to be taken out of production. At least 1 million out of our 5½ million farm families ought to be nudged gradually off the land, and helped to find some useful occupation.

And, Mr. President, he gets better—or worse, I should say. The article goes on to say:

A grand-scale reshuffling of districts, both for Congress and the legislatures, seems to be the only long-range remedy. That will require something akin to an insurrection by the long-swindled city voters—followed by years of patient log-rolling and political maneuver. We can make a start next November, however, by throwing eggs at every candidate who poses as the Farmer's Friend. That will help get rid of one surplus, and a lot of political hypocrisy at the same time.

Mr. President, I ask unanimous consent that this nefarious—no, I withdraw the word "nefarious," and will say this injudicious article—be printed in its full text in the body of the RECORD at this point in my remarks.

There being no objection, the article was ordered to be printed in the RECORD, as follows:

THE COUNTRY SLICKERS TAKE US AGAIN

(By John Fischer)

Our pampered tyrant, the American farmer, is about to get his boots licked again by both political parties.

Before next November's elections, Democrats and Republicans alike will be groveling all over the barnyard as they court the country vote—but the Democratic antics will be the most embarrassing. Nearly all Democratic politicians are now convinced that the farmers offer the largest single block of detachable votes—and many seem willing to use almost any tool of demagoguery which promises to pry it loose from the Republican grasp.

So when Congress opens up for business next month, the Democrats will set up a pious, baritone moan about the wretched plight of American agriculture. They will pass a farm-relief bill, loaded till its axles creak with rigid price supports, loans, conservation payments, and other shabbily disguised subsidies. Then they will pray for the President to veto it. Quite possibly he will have the courage and honesty to do just that—and Democratic Congressmen will then be sure that they have the farm vote in a gunny sack.

This cynicism is probably justified. The record of recent elections indicates that the farmer is generally eager to sell his vote to the highest bidder, and that city people are too indifferent (or benumbed) to resent this legalized corruption, even when the bribe is lifted right out of their own pockets. But don't blame the politicians for this record. They didn't make it. We did—all of us.

Our only excuse is that for 20 years—from 1920 until 1940—the farmers were in pretty bad shape. During these decades, city people got in the habit of giving them handouts, and haven't yet discovered that times have changed. The farmer not only got in the habit of accepting his dole; he came to believe that it belonged to him permanently, as a matter of right. When any hog keeps his jowls in the trough long enough, he gets to thinking he owns the trough.

Just how rugged is the farmer's plight today?

You should have such a plight.

When Harrison Salisbury, of the New York Times, traveled through the Middle West last summer, he reported that "the ordinary Iowa farmer * * * has a minimum of two new cars and they are usually brand new Buicks or Oldsmobiles or Cadillacs." These Iowa swine growers and steer fatteners are of course better off than many of their brethren in other States. Still, the average farm family, taken the country over, has assets totaling about $22,000.

It is true that the slice of the national income which goes to agriculture has shrunk in the last 4 years—that is what the moaning is all about—but the farm population has dwindled too. As a result, the individual farmer isn't much worse off—only about 5 percent—than he was at the peak of his scandalous wartime prosperity.

Everybody knows that it is the taxpayer who keeps the farmers (or rather, a favored group of them) living in clover and Cadillacs; but even the taxpayer seldom realizes how much it is costing him. The Treasury spent nearly $3 billion during the last fiscal year to support farm prices—but that was just the beginning. The scheme is rigged to nick the taxpayer twice; once when he pays to take surplus crops off the market, thus propping up prices; and again when he has to pay these artificial prices at the grocery store.

If you complain, the farmer—or rather the highly skilled lobbyists who front for him in Washington—have a plausible answer:

"Why shouldn't I get a subsidy, when nearly everybody else does? Look at the airlines, the steamship companies, the manufacturers with their tariffs—all getting fat at the taxpayer's expense. That has become the American way of life."

But there is a catch to this argument. The other subsidized industries are producing something that we need or, at least, can use. The farmers are being subsidized to produce millions of tons of things—cotton, wheat, rice, butter, and so on—which we don't need, can't possibly use, and can't even give away.

The Government has "invested" $7 billion to hide these useless crops away in dead storage. Wheat, for example, almost a billion bushels of it, is now overflowing from every grain elevator in the country—stored in old Liberty ships tied up as floating warehouses, heaped in long yellow mounds on the bare ground all through the Southwest. Nobody wants it, because wheat is in mountainous surplus the world over. Yet Washington is encouraging the farmers to plant still more, and promising to take it off their hands at a guaranteed high price.

Who gets the money?

Not the needy farmers. There are some of them—about 1½ million families whose acreage produces less than $1,000 a year. If the Federal bounty went to them, maybe it could be justified as sheer charity. In fact, relatively little of this river of greenbacks ever trickles in their direction.

The big subsidies go to the big farmers, such as the Delta Pine & Land Co., of Scott, Miss. It has $1,292,472 worth of cotton "under loan" to the Government. ("Loan" is part of the elaborate semantics used by the farm lobbyists to conceal the real nature of these subsidies. "Pawn" would be more accurate, since the Government is going to keep the cotton and the farmer the money. Nobody even pretends that these "loans" will ever be paid off.)

The Chandler Co., of Saragosa, Tex., is into the Treasury for $814,000 worth of cotton. Senator HOMER E. CAPEHART, farmer, of Indiana, is on the records for a $21,742 wheat loan. Adams Bros. & Co., of Odebolt, Iowa, got $179,127. The Louisiana Irrigation & Mill Co., of Crowley, La., turned its surplus rice over to the taxpayer for $486,727.

The list runs on for page after alarming page. What it shows is that the big helpings of Government gravy are going to about 2 million farmers—many of them corporations—who grow 85 percent of the total farm output. They operate a little more than a third of the farms. Yet they form the most powerful vested interest in the American economy. Since they dug into their positions of special privilege during Democratic administrations, Mr. Truman does not sound entirely convincing when he describes the Eisenhower regime as "a special privilege government."

In fact, Secretary of Agriculture Ezra Taft Benson has made a few gingerly efforts to bring a little sense back into our farm economy. Whereupon Democratic Congressmen, and some Republicans, promptly denounced him as a callous-hearted ogre. They pounced with even more indecent glee on one of his understrappers, Assistant Secretary Earl L. Butz, who was indiscreet enough to blurt out the truth.

"Too many people are trying to stay in agriculture," Butz said.

That is the nub of the whole story—and politicians of both parties have been avoiding it for years. At least 40 million of our 350 million acres of cropland ought to be taken out of production. At least 1 million out of our 5½ million farm families ought to be nudged gradually off the land, and helped to find some useful occupation.

One respected economist, Ross D. Robertson, of the St. Louis Federal Reserve Bank, goes much further. He suggests that "it is not inconceivable that 5 percent of the work force could produce all the farm products which the United States and a part of the rest of the world would take at profitable prices." If he is right, we could get along with less than half of the people we are now supporting in agriculture.

The explanation is that during the past 20 years farming has undergone a more sweeping technological revolution than anything industry has yet seen. New machinery, new fertilizers, new varieties of hybrid seed, new pest killers, new techniques have caused an astronomical rise in output, per man and per acre. Elementary commonsense, then, would suggest that the unneeded people ought to be shifted into other job, and the unneeded acres into better uses—notably timber and grass.

Our present farm policy, of course, works in precisely the opposite direction. It tends to freeze both manpower and resources into their present obsolete and wasteful patterns. Moreover, the nostrum favored by most Democratic Congressmen—higher and even less flexible farm supports—would merely freeze these patterns higher still.

Why is it that any word of commonsense about farm problems is such political dynamite? Fundamentally, because our whole political structure, on every level, is stacked in favor of the farmer. North Dakota with its 680,000 people (mostly farmers) elects just as many Senators as New York with its 12 million (mostly city folks). Many a rural Congressman represents only one-half to one-fourth as many voters as his colleagues from city districts. In like fashion, nearly every State legislature is rigged to give an outrageously oversized representation to the country districts. (The political boundaries were drawn years ago, before the cities grew up; they can be changed only by legislative action; and the cornfed statesmen don't like to vote themselves out.)

A grand-scale reshuffling of districts, both for Congress and the legislatures, seems to be the only long-range remedy. That will require something akin to an insurrection by the long-swindled city voters—followed by years of patient log-rolling and political maneuver. We can make a start next November, however, by throwing eggs at every candidate who poses as the farmer's friend. That will help get rid of one surplus, and a lot of political hypocrisy at the same time.

By way of footnote, it might be well to add that the writer of these churlish lines is not merely an exasperated city taxpayer. He is that, all right. But he also comes from a farming family, grew up in farming communities, did a certain amount of farm work himself, owns an interest in farm property, and benefits from farm subsidies which he has done nothing to deserve. This is worth mentioning only because it suggests that there may be other people with a financial stake in our present ridiculous farming system—perhaps more than anybody suspects—who are ready for a change in the direction of sanity.

Mr. MORSE. Mr. President, will the Senator from Minnesota yield?

Mr. HUMPHREY. I yield.

Mr. MORSE. I would substitute for "injudicious" the word "nefarious."

Mr. HUMPHREY. The article is outrageous. It is designed to set city worker and city dweller against country worker and country dweller. But the author has a right to state his own views, and is entitled to a full expression of his views, wrong though they may be—and those views are, to my mind, unbelievably and incredibly wrong.

Mr. President, in the February issue of Harper's magazine which I hold in my hand, among letters to the editor appears a letter which I now read. Listen to this:

> I have read the article by John Fischer in the December issue of Harpers, with a great deal of interest. It is excellent.

It is signed "Ezra T. Benson, Secretary of Agriculture, Washington, D. C."

Now, Mr. President, Mr. Benson's letter to the editor is not only injudicious; it is another example of the Eisenhower Cabinet getting into print when it ought not to be, but, worse than that, this letter is an insult to every farmer in America. This man should be fired—now—this afternoon.

Mr. President, when the Secretary of Agriculture, as the farmers' spokesman, can endorse statements such as "scandalous wartime prosperity"; when he can endorse statements about farmers such as this: "When any hog keeps his jowls in the trough long enough, he gets to thinking he owns the trough"; when any Secretary of Agriculture can call the farm program "legalized corruption"; when a Secretary of Agriculture can recommend and endorse—not just endorse, but say that such a statement as that the people should stand and throw eggs at Members of Congress, is excellent——

Mr. DOUGLAS. Mr. President, will the Senator from Minnesota yield?

Mr. HUMPHREY. I yield.

Mr. DOUGLAS. I rise in defense of Secretary Benson.

Mr. HUMPHREY. I appreciate that.

Mr. DOUGLAS. Is it not true that Mr. Benson, in adopting the policy he has espoused, is merely voicing the opinions and policies of the present administration?

Mr. HUMPHREY. That happens to be my conviction.

Mr. DOUGLAS. Then why not center the responsibility where it belongs, and not make Mr. Benson the whipping boy?

Mr. HUMPHREY. I said, first of all, that the administration should fire Mr. Benson, but I did not get around to the latter part of my thought, which is that what we need is a new administration.

Mr. MORSE. Mr. President, will the Senator from Minnesota yield?

Mr. HUMPHREY. I yield.

Mr. MORSE. Does the Senator have any suspicion or reason to believe that the letter attributed to the Secretary of Agriculture, which he has just read, may be a forgery? Does the Senator believe it is an authentic letter? I cannot believe it could be authentic.

Mr. HUMPHREY. I would not imagine that Harpers magazine would print a letter with the name of Ezra T. Benson, Secretary of Agriculture, Washington,

D. C., signed, without being sure it had a genuine letter.

Mr. MORSE. I think that is a reasonable presumption, but I wish to say, frankly, that I am at a loss to understand how the Secretary of Agriculture could write that letter, if he did write it. I have always considered him a very shortsighted reactionary, but I never believed he would supply us with evidence that he would be just a plain fool.

Mr. HUMPHREY. Mr. President, if the Secretary of Agriculture did not write that letter, I shall be the first to stand on this floor and apologize. I want the Secretary to know that. But I shall not accept the excuse that "someone in my office wrote it, and I signed it, but I did not know about it."

Mr. MANSFIELD. Mr. President, will the Senator from Minnesota yield?

Mr. HUMPHREY. I yield.

Mr. MANSFIELD. Mr. Benson has been Secretary of Agriculture for 3 years, has he not?

Mr. HUMPHREY. That is correct.

Mr. MANSFIELD. How much have agricultural prices declined during his stewardship?

Mr. HUMPHREY. Approximately 20 percent.

Mr. MANSFIELD. Does he believe in parity?

Mr. HUMPHREY. His chief said he did.

Mr. MANSFIELD. Mr. Benson has become quite proficient in speaking out of both sides of his mouth, with one exception, and that is that he is obdurate so far as flexible price supports are concerned. I hope he will come out soon with at least a 90 percent parity bill.

Mr. HUMPHREY. Let me state my exact purpose, in making these remarks. I did not come to the floor in a trick play with these magazine articles. I read them to members of the committee before I came here, and I was not exactly in a kindly attitude when I read them. My friends on the other side will undoubtedly speak for themselves, but I will say in their behalf that they were indignant and upset. They could not believe that this had happened, but it has happened. It explains what I have repeatedly said is the attitude of the Secretary toward the farm programs. He has made statement after statement in behalf of the administration which indicated that he was not going to administer the programs as they should be administered.

The PRESIDENT pro tempore. The time of the Senator from Minnesota has expired.

Mr. KUCHEL. Mr. President——

Mr. DOUGLAS. Mr. President, I ask unanimous consent that the time of the Senator from Minnesota may be extended 5 minutes.

The PRESIDENT pro tempore. Is there objection? The Chair hears none, and the Senator from Minnesota is recognized for an additional 5 minutes.

Mr. HUMPHREY. I wish particularly to thank the junior Senator from California [Mr. KUCHEL], who is seeking the floor. He is always courteous and considerate. I shall be glad to reciprocate his kindness.

Mr. SYMINGTON. Mr. President, will the Senator yield?

Mr. HUMPHREY. I yield.

Mr. SYMINGTON. Did the Senator from Minnesota happen to see the television program last night on which the Secretary of Agriculture appeared?

Mr. HUMPHREY. I regret that I did not. I was at a dinner last night, given in behalf of our colleague, the senior Senator from Oregon [Mr. MORSE], where I heard delivered by our friend, Senator MORSE, one of the most brilliant addresses I have ever heard. Therefore, I was unable to see the television broadcast. I should also say that the senior Senator from Oregon was the recipient of the Sidney Hillman award, a singular honor.

Mr. SYMINGTON. I am certain it was a notable occasion, one worthy of the great senior Senator from Oregon.

In the broadcast to which I referred, the Secretary of Agriculture mentioned that at the time he took office, he was much worried about the fall in farm prices which had been in progress during the years prior to his taking office. Does the Senator from Minnesota know that in July 1955 the Secretary of Agriculture said in my State he was happy with the prosperity of the American farmer?

Mr. HUMPHREY. I was not aware of that statement. I am very glad to get this information. I am aware that an economist of the Department of Agriculture, speaking in one of the New England States, I believe it was Massachusetts, reminded the American people, particularly the farmers, that the farmers had been living in a dream world in 1951, and could never expect to return to it.

Of course, other people were living in a nice dream world in 1951. This administration does not want farmers to have dreams; it wants them to have nightmares.

Mr. SYMINGTON. Mr. President, will the Senator yield for another question?

Mr. HUMPHREY. I yield.

Mr. SYMINGTON. How can the people of the cities be swindled when, according to a group of figures I have seen, labor has increased its return 14 percent; corporations have increased their earnings 18 percent before taxes, and 32 percent after taxes; while the income of the farmer in the same 3-year period has been reduced around 20 percent? How can it be said that the town and city people, laboring people, or business people, are being swindled? I am glad the latter groups received increased incomes. Incidentally, the stock-market values have increased some 50 percent in the last 3-year period. Some of those people say, "How can Mr. Benson approve anyone saying these people have been swindled by American farmers."

Mr. HUMPHREY. The Senator's figures are self-revealing in terms of what the truth is.

I disagree completely with the article by Mr. Fischer. I do not intend to attack Mr. Fischer. He has a right to his point of view. I will debate the farm question with Mr. Fischer as an individual. But I think it is fair to expect that a man who is the head of a department and who was appointed by a President who said he wanted to see the farmers get 100 percent of parity—I think it is fair to expect that such a Secretary would not endorse this article, and certainly would not say that it was excellent.

It seems to me that what the Secretary should have done was to have demanded equal space in Harpers and to have answered the article, as he did on Ed Murrow's show last night.

Is it not interesting that when there was something favorable for the farmer, as has been reported to me from Mr. Murrow's show, Mr. Benson wants to answer it? I did not hear that Mr. Benson wanted to answer the article in Harpers magazine. If Mr. Benson does not have time to answer it, perhaps it can be answered by the White House.

Mr. MORSE. Mr. President, will the Senator yield?

Mr. HUMPHREY. I yield.

Mr. MORSE. I am asking for information. As the Senator from Minnesota knows, one of the alibis of Secretary Benson has been that he has been unable to place the flexible Benson price-support program into operation as yet because he inherited a high-support program. Am I correct in my understanding that, since Benson has been Secretary of Agriculture, in the case of every commodity over which the Department of Agriculture has had jurisdiction, it has lowered the parity price, with the exception of the price of wool; and that in the case of wool, Congress passed a wool bill? Then, just 2 days before the President's state of the Union message, in which the President made his comment about agriculture, the Department of Agriculture lowered the parity price on rice? Is that true or false?

Mr. HUMPHREY. The Senator from Oregon is correct.

Mr. MORSE. It is to be noted that the wool bill adopted in principle for wool the Brannan plan.

I think the time has come to make clear to the people of the country that Benson does not tell them the facts about whether or not he has been putting the flexible price-support program into effect. He has been putting it into effect on every commodity over which he has had jurisdiction, and the purchasing power of the American farmer has been going down ever since he took office as a result of his program. His policies have been to the detriment of the American farmer.

I think the time has come to go after Secretary Benson for what he has done to American agriculture, and to make clear to Americans that he is America's No. 1 economic enemy, both to the farmers and to the economy as a whole.

Mr. HUMPHREY. I was interested in the comments of the minority leader, when he said he was deeply shocked by the comments of the junior Senator from Oregon. I wonder if the minority leader is deeply shocked by the letter of the Secretary of Agriculture.

I observe that a very good friend of agriculture has just come to the floor, the distinguished junior Senator from North Dakota [Mr. YOUNG]. The Sen-

ator from North Dakota and I had an opportunity to look at this article together. I shall not speak for the Senator from North Dakota, but I may say that as I read the article, I wished that I had followed his lead when he voted against the confirmation of Benson's nomination. The junior Senator from North Dakota is one of the Senators in the chamber today having good sense about agriculture.

Mr. YOUNG. Mr. President——

The PRESIDENT pro tempore. The Senator from North Dakota is recognized, under the rule, for 2 minutes.

Mr. YOUNG. I think the article which appeared in Harper's magazine is one of the most untrue, unfair, and dastardly articles ever written against the farmers of the United States. If it is true that Secretary of Agriculture Benson signed the letter, in which he said he read the article and approved it, I think he ought to resign immediately and to apologize to the farmers of America.

Mr. CASE of South Dakota. Mr. President, will the Senator from North Dakota yield?

Mr. YOUNG. I yield.

Mr. CASE of South Dakota. I, too, read the article bearing the initials of Mr. Fischer in the December issue of Harper's. I, also, was among those who were angered by it. I think it was entirely uncalled for.

I am shocked, if what now purports to be a letter praising the article by the Secretary of Agriculture was written by him, and if it is the entire letter as signed by him. I have some doubts on that score.

Mr. YOUNG. I may say that I have, too.

Mr. CASE of South Dakota. At present I have a call in for the Secretary at his office. A search is being made to determine whether or not this is an authentic letter, whether or not the Secretary signed it, and whether or not the letter was printed in full. If the facts are as Harper's would make them appear to be, Mr. Benson has ended his usefulness as Secretary of Agriculture.

Mr. HUMPHREY. Mr. President, will the Senator from North Dakota yield?

Mr. YOUNG. I yield.

Mr. HUMPHREY. Would it be appropriate if the junior Senator from Minnesota should communicate with Harper's to see if they have the letter?

Mr. YOUNG. Yes; it would be.

Mr. HUMPHREY. I shall do so immediately.

Mr. MORSE. Mr. President, will the Senator yield?

Mr. YOUNG. I yield.

Mr. MORSE. I think the Senator from South Dakota [Mr. CASE] has raised an important point, one which I raised in a question in my earlier remarks. We ought to know whether or not Benson signed the letter. The presumption is that he did, but certainly we should know whether it is a forgery.

Mr. KUCHEL. Mr. President——

The PRESIDENT pro tempore. The Chair reminds the Senator from California that the Senate is operating under the 2-minute rule.

Mr. KUCHEL. I ask unanimous consent that I may speak for not to exceed 10 minutes.

The PRESIDENT pro tempore. Is there objection? The Chair hears none, and the Senator from California is recognized for 10 minutes.

Mr. KUCHEL. My only purpose in rising to speak very briefly is to refute some of the statements which have been made by a few of my brethren on the other side of the aisle with respect to agricultural legislation. I do not speak as an expert on that subject. Indeed, on the one, single occasion during my short tenure in the Senate when a major piece of agriculture legislation was before the Senate, I cast my vote as an American rather than as a partisan. So did the Senate of the United States. That one, single occasion was when the Senate had before it the question whether the Senate should continue rigid price supports or should adopt flexible price supports.

To those of my brethren who have spoken during the last few minutes, and who have denounced the administration because it has followed a policy of urging flexibile price support legislation, I wish to recall now, that in 1948 the Democratic Party publicly promised the people of America that it would advocate flexible price support legislation in the next session of Congress.

It did that, and, to the credit of then President Truman, he followed his platform and he urged flexible price support legislation. But the Congress of the United States, which convened after the 1948 election, turned it down.

Two years later the incoming President of the United States asked Congress to adopt flexible price support legislation. During debate in the Senate, I sat, and listened to flexible price support legislation being persuasively advocated, not alone by Senate Republicans, but also by Senate Democrats, and particularly by one individual on the Democratic side of the aisle who is highly qualified to speak on agriculture. I refer to the distinguished junior Senator from New Mexico [Mr. ANDERSON], who was Secretary of Agriculture in the Cabinet of President Truman. CLINTON ANDERSON, Democrat, and GEORGE AIKEN, Republican, led the fight for the Eisenhower proposal.

When I voted in favor of flexible price support legislation, I did it as an American. I think it ill becomes some few Members of the Senate to denounce the Secretary of Agriculture.

I believe the senior Senator from Oregon called Mr. Benson "a fool" during his comments of a few moments ago. I deny that. Whatever else can be said, I am sure the Secretary of Agriculture is a man of honor and integrity, and is a man who is doing his level best to give assistance in the acknowledged plight of the farmer in the American economy today. And he is doing it under a law which Democrats helped to pass and which they used as a national pledge a few years ago.

That is all I have to say, Mr. President.

The PRESIDENT pro tempore. Is there further morning business?

Mr. ALLOTT. Mr. President, I ask unanimous consent to speak for 5 minutes on the subject of agriculture.

The PRESIDENT pro tempore. Is there objection to the request of the Senator from Colorado? The Chair hears none. The Senator is recognized for 5 minutes.

Mr. ALLOTT. Mr. President, I should like to address myself to the same subject which has been so vehemently discussed here in the last few minutes. I should like to call the attention of my colleagues on the Senate floor to a few inescapable facts which cannot be avoided in a discussion of this controversy.

Let us take a look at the record of farm prices in this country. Under President Roosevelt, from March 1937 to August 1939, farm prices fell 35 percent in 29 months.

Under President Truman, from January 1948 to January 1950, they fell 22 percent in 24 months.

Under President Truman, from March 1951 to December 1952, they fell 16 percent in 21 months.

In other words, under those 3 Democrat Presidents farm prices fell 35, 22, and 16 percent, or a total of 73 percent, in that period of time.

Last summer, in a discussion of the matter on the floor of the Senate, the very distinguished Senator who is chairman of the Committee on Agriculture and Forestry talked about approaching the agricultural problem from a nonpolitical viewpoint. At that time, as the junior Senator from Colorado, I seconded that thought. And I say to my colleagues in the Senate today that the sooner some of the intemperate remarks being broadcast over the country cease the sooner will we be able to take care of this great minority of our citizens, who now total only 13 percent of our population, but whose welfare is so vital to the welfare of the whole country.

Last spring 16 Senators joined with me in the introduction of a bill affecting farm credit. From all over the country, letters have come into my office pointing out the necessity of an expanded form of farm credit. Never have I taken a position with respect to this matter that was arbitrary. Every week last year I importuned the chairman of the Committee on Agriculture and Forestry, and the chairman of the subcommittee concerned, for a hearing upon the bill to which I referred.

Other bills for credit to the farmer are now pending in this body. They should be considered. They need to be considered. They have a right to be considered.

Now is the time when we, in this agricultural situation, may show the difference between having a partisan interest in what happens and having a true interest in the welfare of the farmer.

The few statistics which I have quoted could be backed up with many others. The statement has been made that the wool bill is the Brannan plan. I disagree. It is the pattern of the Sugar Act. It is patterned after the Sugar Act, and it was so intended.

So it seems to me that today we who really have an interest in the welfare of the farmer should devote ourselves to a judicial hearing and consideration of how we are going to help the farmer, rather than indulge in name calling and blame placing.

Mr. AIKEN subsequently said: Mr. President, I understand that early in the session this afternoon, while I was still in a session of the Committee on Agriculture and Forestry, there was considerable discussion with respect to a letter which the Secretary of Agriculture is purported to have written to Harper's magazine, relative to an article which appeared in the December issue of that magazine.

When I learned that the discussion had taken place I promptly communicated with the Secretary's office. I found that such a letter does exist; and that the Secretary assumes full responsibility for the letter and its contents.

This is thoroughly in keeping with the customary honesty of the man. However, I insisted upon learning the facts relative to the communication.

I find that the publisher of Harper's magazine did send an article to the Secretary, with an accompanying letter stating that he thought that he would like to have it.

The letter from the publisher was handled in a routine manner, like thousands of others which come to the Secretary's desk every week.

It appears that the reply in acknowledgment was prepared by one of the girl secretaries of one of the agencies connected with the Secretary's office.

It appears that then, in routine manner, the Secretary's signature was affixed by another clerk, and away went the letter, with the consequent uproar.

I know for a fact—and I obtained this information after insistence—that the Secretary did not see the article. He did not see the letter accompanying it. He did not see or sign the letter which has caused all the commotion here.

However, as I have said, he does assume responsibility for it, just as, in previous cases, he has assumed responsibility when employees of the Department have made mistakes.

Technically he is responsible for the thousands of letters which go out of the Department over his signature just as the head of every other department is responsible for what goes out of his department.

The article in Harper's magazine was entirely out of keeping with the character of the Secretary. I know positively that if he had had any inkling that such an article existed, or that such a commendatory letter was being sent out over his signature, he would never have permitted it to be done.

Mr. HUMPHREY subsequently said: Mr. President, I understand that during my absence from the Chamber this afternoon, while I was attending to other matters, the distinguished senior Senator from Vermont [Mr. AIKEN] made comment regarding the letter which was sent by the Secretary of Argiculture to Harper's magazine, such letter having been published in the February issue of Harper's magazine.

The letter, of course, refers to the article in Harper's magazine for December entitled "The Country Slickers Take Us Again." I notice that the comment of the distinguished Senator from Vermont indicates that he has been in touch with the Secretary's office. I also note that the Secretary assumes full responsibility for the letter and its contents. The Senator from Vermont further stated that "this is thoroughly in keeping with the customary honesty of the man."

I notice that the Senator from Vermont stated the letter was a reply in the form of an acknowledgment, allegedly prepared by one of the girl secretaries of one of the agencies connected with the Secretary's office. The Senator from Vermont further stated that after the letter was prepared, the Secretary's signature was affixed by another clerk in a rather routine manner, "and away went the letter, with the consequent uproar."

I accept the explanation of the Senator from Vermont, because I have a high regard for him. However, I wish to say that when the Secretary of Agriculture permits his signature to be affixed to a document, he ought to have the people who prepare such letters and documents state what the views of the Secretary are. I gather that that is the kind of people he has in his office. That is the kind of people I have in my office. It is that caliber of people every Senator has in his office.

I have noticed a tendency in the administration, when anything goes wrong, to say it is someone else who is responsible. Well, Mr. President, that may be fine. However, if a person wants to take credit for the rain, he must also take the blame for the drought.

I notice that when I commented on the Life magazine article, the President of the United States said he had not read the article. At first Mr. Dulles said he had not read it. Now we find that the Secretary of Agriculture had not read this article.

However, I would have the Senate note that in the Secretary's reply—and he assumes full responsibility for the reply—he says, "I have read the article." I would gather that that means what I was taught those words to mean, namely, that he had read the article.

Furthermore, Harper's magazine informs us, through the press services this afternoon, that all of the letter was not quoted, and that there was yet another paragraph, which reads:

> Please accept my thanks for sending the article to me, and please convey my thanks to Mr. Fischer for a job well done.

That second paragraph indicates that the article was not sent to a secretary in Mr. Benson's office, but to Mr. Benson himself. It is not unusual for those of us who are in public life to have members of our staff prepare our replies, but it is generally assumed—and I would hope this assumption had validity—that those replies carry out the wishes and feelings and convictions and policies of the people for whom the letters are prepared for signature, namely, the principals involved.

The principal in this instance is the Secretary of Agriculture.

In order that the RECORD may be complete at this point, at least, I should like to say that there is another press service dispatch, apparently out of New York, deaing with this subject. I should like to read it now. It was taken from the ticker in the lobby of the Senate. It reads:

> In New York, Fischer—
>
> He is the editor of Harper's magazine—
>
> said the letter was written on a Department of Agriculture letterhead and he had no reason to doubt the authenticity of the signature.
>
> Fischer said that before publication of the article, "I sent a copy to the Information Office of the Department of Agriculture and asked them to check the accuracy of the statistics." He said, the Information Office "told me the statistics were correct, without assuming responsibility for any expressions of opinion."

I digress to point out, first of all, that the article was sent to the Office of Information of the Department of Agriculture. That Office is under the direction of the Secretary, and under the immediate direction of a person appointed by the Secretary. It is to be assumed that the Office is responsible to the Secretary of Agriculture. I continue to quote from the press release:

> He—
>
> Meaning Mr. Fischer—
>
> said that, as a purely routine matter, a page proof of the article was sent to Benson, a day or two before publication, by H. A. Knowles, of Philadelphia, who handles publicity for Harper's. The Benson letter, published among the Letters to the Editor in the magazine, was Benson's acknowledgment to Knowles.

Mr. President, I know there will be those who will say that we are making a rather big issue out of what somebody might call, in rationalization, a minor matter.

I submit to my colleagues that the article to which the letter was directed in terms of compliment and approval, and even to the point where it was called a job well done, is an article that condemns in the most vigorous terms our agricultural policies.

It is an article which is anything but complimentary to our farmers. It is an article which portrays the farmers of America as ingrates, or people on a perpetual dole. It is an article designed to set city people against country people. I have been of the opinion for some time that there was far too much of that kind of propaganda emanating out of the Department of Agriculture.

It is for those reasons that I take sharp exception.

It is reassuring, of course, to have the Secretary of Agriculture say that he takes full responsibility for the article. That is what a man would say. Mr. Benson is a man of courage. I happen to believe that he is a man of poor judgment in matters of agricultural policy, and, in this instance, of poor judgment in terms of correspondence.

Mr. President, I should like to say one final word. I had expected that there would be some effort made to rationalize this unfortunate and, I am sure, not in-

advertent act on the part of the Secretary of Agriculture. I indicated as much at the time of my original presentation in the Senate.

I must say that there have been other speeches made in the past 3 years which gave inspiration and, I imagine, some encouragement to the publication of the article in Harper's magazine to which I referred. Too many letters come to Members of Congress which carry the same kind of what I would call prejudicial information and messages. I do not believe any Member of Congress on either side of the aisle will wish to endorse the Secretary's letter to Harper's.

I invite my friends on the other side of the aisle to testify to whether they approve of the Secretary's letter, which approved of the article as being an excellent one and as a job well done.

I believe the American people have a right to know whether their representatives in Congress—Senators and Representatives—feel that the article was worthy of this kind of attention. It appears to me that what the Secretary should have done was to write to the editor and challenge the article. If there were the right kind of philosophy in the Department of Agriculture, from the top down, his secretarial staff, who are his appointees, would have intercepted the article and proceeded at once to write a vigorous reply.

As I said earlier, the Secretary has demanded equal time to answer Mr. Murrow for what was said on Mr. Murrow's TV show last evening, even though the Secretary was permitted to speak for 5 minutes on that show.

I wonder why the Secretary should become so excited about a television show which did not seem to please him, and yet should wait 2 months before he even indicated anything about the Harper's magazine article.

There would not have been any indication of interest in the Harper's article if I had not stood on the floor this afternoon and challenged it, or challenged the Secretary for what he did. I suggest that, if Mr. Benson gets an hour on TV, instead of trying to answer the splendid portrayal, according to those who saw it, by Mr. Murrow, he answer the Harper's article. I am confident that Mr. Fischer, who is a competent journalist, will give him plenty of space to answer the article if such space is requested. Harper's believes in freedom of the press.

I wish the RECORD to be clear that, while I disagree with the content of the article and with the intent and the general philosophy of Mr. Fischer, I do not disagree with his right to write it or to state it. Do not tell me that the Department of Agriculture did not know that the publication contained this article. Do not tell me that the Secretary of Agriculture did not read the article in Life magazine some time ago which indicated the same kind of thinking. Yet, when someone goes on the radio or on television and points out what is really happening to our farm families, the Secretary wants to have time to reply. But if someone writes an article that distorts and paints an improper picture of the situation, the Secretary does not reply.

It is rather difficult to write an article about agriculture from 49th Street in New York. The largest patch of ground in New York is Central Park, and that is not cultivated for commercial purposes.

So, Mr. President, I say very frankly that the Secretary should set this matter right first and let Mr. Murrow's program continue on in the interest of the people.

Mr. LONG. Mr. President, will the Senator from Minnesota yield?

Mr. HUMPHREY. I yield.

Mr. LONG. Do I correctly understand that the article which the Senator is discussing cast a very unfavorable reflection upon the farmers?

Mr. HUMPHREY. If the people of Louisiana read this article and know that Mr. Benson said it was an excellent one, and a job well done, I think the Senator from Louisiana will have trouble restraining them from marching on Washington.

I should like to ask the Senator whether he thinks, from reading this particular article, that it correctly portrays what is happening to the farm people in Louisiana. Listen to this:

> Our pampered tyrant, the American farmer, is about to get his boots licked again by both political parties.

Does the Senator think the farmers are pampered?

Mr. LONG. Many of them are going broke, if they are pampered tyrants. I imagine they are willing to give up their farming activities, because they cannot make a living, or at least many of them cannot.

Mr. HUMPHREY. The article also states that the farmer has come to believe that the dole belongs to him permanently, as a matter of right, and it also says:

> When any hog keeps his jowls in the trough long enough, he gets to thinking he owns the trough.

Is that a correct characterization of the farmer?

Mr. LONG. So far from defending himself against a statement by Mr. Murrow, the Secretary should be defending the farm families and not be congratulating Mr. Fischer upon the good job that had been done.

Mr. HUMPHREY. The Senator is correct. If someone will go out and get a copy of the United States Code he will find the public law which established the Department of Agriculture, and it will be found that it provides that the Secretary shall protect and promote the interests of agriculture.

We have had plenty of periodicals lately. I do not know which department will take on the next magazine article, but I suggest that there is nothing in any public law which I can recall, or in any constitutional provision, that says we are supposed to increase the circulation of magazines or approve of their articles, particularly when they are derogatory.

I think my colleagues will be interested to know why the Secretary thought it was an excellent piece and a job well done, when the article further says:

> A grand-scale reshuffling of districts, both for Congress and the legislatures, seems to be the only long-range remedy.

And it goes on to suggest the throwing of eggs at every candidate who poses as the farmer's friend.

I am sure there will be a few eggs that will spatter on some of our Republican colleagues.

The article goes on to say:

> That will help get rid of one surplus, and a lot of political hypocrisy at the same time.

Mr. DOUGLAS. Is that a quotation from the article?

Mr. HUMPHREY. That is correct. There does not appear to be any depressing surplus of eggs right now. The price went down 6 cents a dozen a short time ago, and when the budget message came through the price went down 3 cents a dozen.

Mr. President, I have no more to say on this matter. I gather it will be something which will be discussed from time to time. I think the Senator from South Dakota made a very appropriate observation today when he said he was of the opinion that the Secretary of Agriculture had outlived his usefulness. There are those who thought possibly he had had a longer extension of life on the job than the circumstances merited.

Mr. President, I shall await any further comment which others may have on this particular question, and I shall be prepared Monday to place in the RECORD a photostatic copy of the letter which we are discussing. I called Harpers today to check it, to make sure that the letter was in their possession, and I am happy to note that the Senator from Vermont [Mr. AIKEN] also knows that a copy of the letter is in the Department of Agriculture.

Mr. KNOWLAND. Mr. President, with his customary candor the Secretary of Agriculture authorized the following statement this afternoon:

> The article was sent into my office, but in the rush of my duties I did not see it. The letter was signed with my name by an assistant, Miller Shurtleff, who has this authority for occasional routine acknowledgments. But, as Secretary of Agriculture, I must take the responsibility for this and I so do. Of course, the contents of the article as reported to me by my staff does not in the slightest reflect my views. We pulled a boner on this one. I am sorry.

That is the end of the quotation from the statement of the Secretary of Agriculture. I think it is the type of statement which would naturally be made by a man of integrity and candor, who admits that he made a mistake and acknowledges it.

Mr. HUMPHREY. Mr. President, I wish to say that I feel the Secretary has done right in his apology. I hope my colleagues will not think I am too unkind or too unfair when I say that the article has been published since December. There was no apology about the article or the letter until it became a matter of controversy on the Senate floor.

Mr. ALLOTT. Mr. President, will the Senator from Minnesota yield?

Mr. HUMPHREY. I yield.

Mr. ALLOTT. Did the Senator read the article when it was published?

Mr. HUMPHREY. I regret to say that I was behind in my reading.

Mr. ALLOTT. I have not seen the article yet, but I intend to read it. Per-

haps it did not come to the attention of the Secretary, either.

Mr. HUMPHREY. The Secretary was sent a page proof of the article. I was not sent a page proof, but may I say, Mr. President, that a Member of the House of Representatives placed it in the RECORD 2 days ago. There was no argument about it, and it did not hit the news. The Secretary did not apologize about it then.

Oh, Mr. President, I will rub it off the board in the sense that the Secretary in a manly way had accepted his responsibility.

I say very frankly that it is peculiar that the Department of Agriculture was willing to endorse an article like that. Are they writing letters, willy-nilly, endorsing articles which appear in periodicals? I have been told that there is a group in the Department which looks through the publications to find what are called pro-Benson articles. Then they write letters of congratulation. I am certain that that is what has happened to the Secretary. All pro-Benson articles are not necessarily excellent. They are not necessarily well done.

What I am discussing is a matter of public policy. Agriculture legislation is one of the most important public policies before Congress today.

It is unpleasant for me to state that I have a difficult time getting replies from the Secretary of Agriculture. I may not be the most influential Senator, but I am 1 of 2 Senators from Minnesota. I write to the Secretary repeatedly. About all I have received from him in reply has been a letter in the form of an offset, inviting me to see a wheat exhibit.

When I write to the Secretary of Agriculture, I would like to hear from the Secretary in return. I am tempted to send letters back to the persons who replied, and say: "I did not write to you." I know the Secretary has to have a staff to answer letters, but he might find time to answer some of my communications.

Mr. SYMINGTON. Mr. President, will the Senator yield?

Mr. HUMPHREY. I yield.

Mr. SYMINGTON. It is a fact that I have written 17 times from my office to the Secretary of Agriculture reporting specific complaints by Missouri farmers of maladministration of the ASC program in Missouri. In reply to them I have received only one answer from the Secretary.

Is it not true that when the distinguished junior Senator from Minnesota conducted a hearing in Missouri, he requested, a month beforehand, that a representative of the Department of Agriculture be present at the hearing, and that, although apparently there is much time available for the Department to write letters to magazines, no one representing the Department of Agriculture came to the hearing?

Mr. HUMPHREY. The Senator from Missouri is correct. I wrote in September, but I did not receive a reply until the first week in November. Then the answer was not by the Secretary. I have forgotten now who replied. I believe it was an assistant to an Assistant Secretary. As the Senator from Missouri knows, no officer, no observer, or no counselor from the Department of Agriculture was made available.

Mr. SYMINGTON. Is it not true that many times questions came up during the hearing which could have been solved without difficulty to the interest of everyone concerned if there had been someone present from the Department to interpret the regulations incident to the office management of county committees?

Mr. HUMPHREY. Such a person could have been exceedingly helpful.

From page 282 of volume II of the United States Code, 1952 edition, I read the following:

> There shall be at the seat of government a Department of Agriculture, the general design and duties of which shall be to acquire and to diffuse among the people of the United States useful information on subjects connected with agriculture, in the most general and comprehensive sense of that word, and to procure, propagate, and distribute among the people new and valuable seeds and plants.

The code then continues to enumerate the duties of the Department. I read:

> The Department of Agriculture shall be an executive department, under the supervision and control of a Secretary of Agriculture, who shall be appointed by the President, by and with the advice and consent of the Senate.

Moreover—

> The Secretary of Agriculture shall procure and preserve all information concerning agriculture which he can obtain by means of books and correspondence, and by practical and scientific experiments, accurate records of which experiments shall be kept in his office, by the collection of statistics, and by any other appropriate means within his power.

It appears that one of the duties of the Secretary is that he "shall procure and preserve all information"; furthermore, that he shall, according to the code, "acquire and diffuse among the people of the United States useful information on subjects connected with agriculture."

There are a considerable number of other duties prescribed in the code, but I think we all know what the duties are.

I repeat that it would be a little different if this were an article written for the February issue, of which a galley proof had gone to the Secretary, and then, as a routine matter, a letter had been written commending it. I happen to believe there are enough people in the information service of the Department who have had sufficient time to send around the country all kinds of information about the farm program. They had time to put out in November a regular campaign document, to the effect that the farm program which really is not working, does work. But they apparently did not have time to inform the Secretary about the article in Harpers, even though the facts are so well organized.

It will have to be said that there was efficiency. There was sufficient efficiency for the letter to be sent, and the letter speaks for itself, all the apologies to the contrary. I think we would all be better off if every Senator made up his mind, and so stated frankly, that this kind of doctrine in an article, which apparently was endorsed advertently or inadvertently, is something which is not a reflection of the views of Congress.

Mr. AIKEN. Mr. President, I have no desire to continue the controversy about the article in Harper's magazine. The Secretary has said it does not in the slightest degree reflect his views. I think that statement is truthful.

I should like to say a word about the television program produced by Mr. Ed Murrow last night. It was an hour-long program, 55 minutes of it devoted to a showing of the plight of the farmers at their worst. At the end of 55 minutes the Secretary was given 4 minutes—I think a commercial cut off 1 minute—in which to present the other side of the story. I think there was a good audience viewing the program last night. I think the public relations department of the Farmers Union had built up the audience as much as they could. I feel certain it must have been very disappointing to them to have had Mr. Benson, in 4 minutes, give such an adequate rebuttal to the 55 minutes of propaganda which Mr. Murrow put on. However, as I understand it, the Columbia Broadcasting System has agreed to give time sufficient so that at least one fairly well-to-do farmer may come before the television audience of America. Of course, some farmers are in good shape; others are not.

I believe that for the month of November, 25 States showed larger agricultural incomes than in the last year, and 23 showed less. Those which showed a greater income were largely the hog States.

It is very difficult to understand some persons. I had a letter only this afternoon from a farmer in Iowa. He is as mad as hops because the price of hogs went up 5 cents. He said last week he got 10 cents; this week he received 15 cents. I do not know what can be done to please him.

There is one suggestion I should like to make. For almost a year there has been a very intensified, organized campaign, attacking the Secretary of Agriculture, attacking everything he does, attacking the President, and constantly predicting that agriculture has gone to pieces; or if it has not gone to pieces, that it is going to pieces. This has been a well-organized propaganda effort to drive down the farm prices. To a certain extent, it has succeeded. But farm prices seem to be turning upward again.

I know this is very disappointing to those who have put on such an intensive propaganda campaign to drive prices down.

We know that farm prices are made partly by the law of supply and demand and partly by psychology. Sometimes it is difficult to determine which percentage can be credited to which influence. But I well recall the year 1947 and early 1948, when all the farm organizations of America were working together, and when a Republican Congress was working with a Democratic administration constructively to improve farm conditions in the United States. Those were the highest net income years this country has ever known. That was not due to legislation; it was not due to the application

of laws at that time. It was due to the fact that the people who claimed to be interested in agriculture—and most of us were—were working together for a common purpose.

Now we seem to have lost that common purpose. There seem to be some whose sole aim in life is to embarrass the Secretary in every effort he makes to improve agricultural conditions in this cuntry; who have dedicated themselves to doing all they can to impede him in his work and to discredit him. That does not make for a prosperous agriculture.

Instead of attack after attack on the Secretary, on the President, and on all those whose responsibility it is to keep the country prosperous, including its prosperous agriculture, I should like to see people come forward with constructive suggestions, stop being abusive, and really lend themselves to the good of American agriculture so that it may be stronger and may continue to be free.

The PRESIDING OFFICER (Mr. McNAMARA in the chair). Is there further business to come before the Senate?

Mr. HUMPHREY. Mr. President, I should like to make a comment. I surely concur with the Senator's remark that constructive suggestions should be made and constructive attitudes should be taken. Constructive attitudes, however, do not necessarily mean we should just be mute rubberstamps and just accept any program and philosophy as laid down from on high.

I hope some of our friends will not be too unkind with us if we say we may have gotten a little confused in the beginning, when in 1952 this great agricultural policy of ours was thrown into the maelstrom of politics. I think I know a little bit about that. I attended the first meeting where it happened, out in Minnesota, near Kasson and Plowville. I do not think any Member in the Chamber will deny that statements were made as to what the future agricultural policy was going to be.

I can recall the statement "not less than 90 percent of parity."

I can recall that the Minneapolis Star carried headlines, which I displayed in the Senate, and which are matters of official record: "Eisenhower pledges 100 percent of parity."

I can recall pledges that there would be equal price supports on feed grains and perishables as there were on basics. I stand here waiting for anyone to prove to the contrary. That was the pledge.

Not only was that pledge made, but my distinguished colleagues on the Committee on Agriculture and Forestry know that those pledges have been talked about by members of the Department of Agriculture themselves. It happened in the campaign at Brookings, S. Dak., at Fargo, N. Dak., and I imagine elsewhere.

Furthermore, Mr. President, this administration has gotten every tool it has wanted for its farm program. The administration was able to defeat those of us who believed in higher support levels. It has been able to get a foreign aid program, under the Mutual Security Act, to dispose of surpluses, for the relief of famine. I was one of the original proponents of such a program. To show my colleagues the partisanship involved, when I proposed the program, there was opposition by the administration. The same proposal, word for word, was opposed in the committee by representatives of the administration. The administration sent down the second proposal. I happened to have the original; the administration sent down the carbon copy. That is in the CONGRESSIONAL RECORD.

Public Law 480 was put on the books, so we could sell our surplus commodities for soft currencies.

A flexible price-support program was put on the books. The expanded special milk program was put on the books. The Secretary got his way on lower price supports for dairy products. The school lunch program was expanded.

Farm research programs were expanded.

Despite the feet dragging of the administration, we increased soil conservation and research. This administration has had everything to work with except the will and the right spirit.

I know that spokesmen for the administration like to attribute all their ills to those who preceded them. That was a good argument the first year. They could get by with it the second year. They could even stretch it a bit for the third year. But it appears to me that in the fourth year they are really running out of arguments. Let us not have any more of this rationalizing about the miserable failure of the administration in the field of agriculture.

I was interested in what the President had to say in his message, when he again embraced the family farm. But the Assistant Secretary of Agriculture, Mr. Butz, said agriculture was big business, and that if those in that business were not efficient, they had to get out. And the Under Secretary has, time after time, talked about so-called marginal farms, and the fact that they are going to have to disappear.

The President came back again to us with the philosophy about the family farm. In his message he talked about limiting price supports in quantity. I had a bill on that subject turned down by the same administration. I do not say my bill was perfect. I do not say it was even close to being perfect. But I say it was a germ of an idea, and the idea was rejected—not merely the mechanics of it, but the idea was rejected.

Members in the Senate and the House—and I was one of them—made soil-bank proposals, which could have gone into effect last year. This administration now loves the soil bank. I guess it is loved because the word "bank" is in it.

Mr. SALTONSTALL. Mr. President, will the Senator yield?

Mr. HUMPHREY. Not at the moment. This administration rejected the soil-bank idea. Now it is the "new, bold, imaginative" farm program.

Mr. President, we are going to give the administration a better farm program than it has asked for. The Senate Committee on Agriculture and Forestry has been trying to work on a farm bill in a nonpartisan spirit. Yet the Secretary of Agriculture says, "Let us not play politics with agriculture." May I say to my friends on the other side of the aisle that even as late as last night the Secretary of Agriculture was bowing to the administration. He ought to look at the mirror. Then he ought to go to the White House and look at its occupants, from the top on down. He might find out what is wrong with the agricultural program.

No one says these problems are simple, but I want to say for the RECORD, imagine what Mr. Khrushchev and Mr. Bulganin would be doing if they had the surpluses of food and fiber that we have. The trip through Burma and India which they recently took would look like slow motion compared to the next one they would take.

Here is a Government which cannot figure out what to do with abundance. Imagine what would happen if it were faced with scarcities. We would be singing God Bless America, in a spirit of prayers for help, and not merely as a song.

Imagine an administration stymied by the facts of agricultural economics, when it can get almost unlimited appropriations, and when it can get almost wholehearted cooperation from Congress. Everything the administration asks for, it gets. Yet officials in the administration are so busy writing letters of congratulation to Harper's that they cannot find time to have bills introduced to raise the price of hogs or livestock. They cannot do anything to help the agricultural economy until it is too late.

As I said a while ago, up to date the hog-purchase program has been a failure. I say officials of the Department cannot prove to the contrary, because they have been asked to submit evidence to the contrary.

Every day one can read in the columns of newspapers, "Republican Congressmen Go to White House on Hog Problems," "Republican Leaders Go to White House About Hog Prices," or "Go to Department of Agriculture About Hog Prices." There still is not an effective program to do something about hog and livestock prices paid to the producer.

We have made a suggestion. Sixteen Senators signed a letter to the Secretary of Agriculture on January 1, suggesting that certain programs be adopted, and certain things be done. I regret to say I have not had a reply to that letter as yet. Today is the 27th of January. I know it is a long way from the Department of Agriculture up to Capitol Hill, but if the mail service is not running, let us get one of the ponies out of the stables, and maybe a reply can be carried to Capitol Hill. If they have enough time to prepare the speeches they give, and enough time to prepare the letters they write, certainly they have enough time to answer 16 Members of the United States Senate.

Frankly, Mr. President, I am not happy about the kind of official treatment that is given to some of us just because we disagree with them. In this country is there

any law against disagreeing, Mr. President?

I can recall when Members on the other side of the aisle were disagreeing to a point almost beyond description with the Brannan plan. If one wishes to talk about politics in the farm program that is when politics came in—and it was not brought in by Democrats.

I did not happen to subscribe to all the features of the Brannan plan, and I am not now subscribing to all of them. But I wish to make it crystal clear that all the explanations to the contrary are not going to erase from the memory of the American people the fact that when the Republicans are in power, the stock market prices go up, and farm commodity prices go down. If a man had been in hibernation for 20 years, like Rip Van Winkle, or if a man had been isolated in the Arctic or Antarctic regions for 20 years or more, and if thereafter, upon his return to the United States, he happened to hear it said, "The prices on the stock market are at an alltime high, but hog prices are $10 a hundred," that man would know at once that the Republicans were in power. [Laughter.] He would not have to listen to any radio broadcast or look at any television program, in order to know that.

Mr. President, I have expressed my view. I shall be back again.

Mr. CASE of South Dakota. Mr. President, during the afternoon I saw on the news ticker a report on some remarks I made earlier in the afternoon. I think there was one misinterpretation in the report I saw as to what I had said. That misinterpretation was in associating me with a demand on the President for dismissal of the Secretary of Agriculture. I made no such demand, nor did I join in that.

I now have before me the transcription of what I said; I have obtained it from the Official Reporter for the CONGRESSIONAL RECORD. I am reported as saying—and this is as I recall it, and as it will appear in the CONGRESSIONAL RECORD tomorrow:

> Mr. CASE of South Dakota. I, too, read the article bearing the initials of Mr. Fischer in the December issue of Harper's. I, also, was among those who were angered by it. I think it was entirely uncalled for.
>
> I am shocked, if what now purports to be a letter praising the article by the Secretary of Agriculture was written by him, and if it is the entire letter as signed by him. I have some doubts on that score.
>
> Mr. YOUNG. I may say that I have, too.
>
> Mr. CASE of South Dakota. At present I have a call in for the Secretary at his office. A search is being made to determine whether or not this is an authentic letter, whether or not the Secretary signed it, and whether or not the letter was printed in full. If the facts are as Harper's would make them appear to be, Mr. Benson has ended his usefulness as Secretary of Agriculture.

I said that. The account I saw on the news ticker indicated that I had joined with the remarks made by someone else in demanding that the President discharge Mr. Benson forthwith.

Mr. President, I did not call for that. I do think, though, that, on the record as it stands, the usefulness of Mr. Benson as Secretary of Agriculture has been compromised to the point where Mr. Benson on his own initiative should very seriously consider whether he wishes to lay on the President the additional burden that is his as a result of this unfortunate incident. In other words, I think the initiative should come from Mr. Benson himself.

I understand that the distinguished minority leader, the Senator from California, has already presented to the Senate the following forthright statement by Secretary Benson:

> The article was sent into my office, but in the rush of my duties I did not see it. The letter was signed with my name by an assistant, Miller Shurtleff, who has this authority for occasional routine acknowledgments. But, as Secretary of Agriculture, I must take the responsibility for this and I so do. Of course, the contents of the article as reported to me by my staff does not in the slightest reflect my views. We pulled a boner on this one. I am sorry.

Of course, that is a very forthright statement by the Secretary of Agriculture and a generous one in its acceptance of responsibility for a "boner" that he did not personally commit.

However, Mr. President, the difficulty is that of trying to get a constructive agricultural program passed by the Congress, when the organization of the Department of Agriculture is such that a letter can go out from the Secretary's office, over his authorized signature, saying, "I have read the article by John Fischer, in the December issue of Harper's, with a great deal of interest. It is excellent" when as a matter of fact the Secretary had not read the article, and when it did not represent his beliefs. It will be very difficult for the President of the United States, or for anyone who wishes to help the President get his program enacted, to get word to enough people of the country so as to disavow effectively a letter going out from the office of the Secretary of Agriculture, and bearing his signature—although it was signed by someone who is authorized to make such signatures—and including the words:

> I have read the article * * * it is excellent.

It will be difficult to erase the impression that has been created of an endorsement for a very great slander on the American farmer.

That is the great burden that has been placed upon the President and upon those who would like to see the President's program for agriculture enacted. That is why I feel that the usefulness of the Secretary of Agriculture has been compromised by this unfortunate incident.

It is made all the worse, Mr. President, because a different example of Cabinet action was reflected in the papers this morning. In this morning's newspapers I read that the Secretary of Labor had some differences with Representative BARDEN, a Member of the House of Representatives, regarding the handling of certain labor legislation in the House of Represenatives. The Associated Press report, appearing in this morning's Washington Post and Times Herald, reads in part as follows:

> A long-developing feud over the way the House Labor Committee has handled administration proposals broke into the open yesterday.
>
> Secretary of Labor James P. Mitchell told a news conference that Chairman GRAHAM A. BARDEN, Democrat, of North Carolina, has been bottling up many legislative plans of President Eisenhower without letting them go to hearings.
>
> BARDEN laughed when he heard of Mitchell's remarks and said: "Somebody should have whispered to the gentleman that I did not come up here to be dictated to by him or any other administrator."
>
> "If he would spend more time administering the laws he already has instead of trying to run Congress, we would be better off," BARDEN added.

The Associated Press article, by Norman Walker, proceeds:

> This prompted a further statement from Mitchell that he was glad to be able to report to Congressman BARDEN that labor standards laws have been more vigorously enforced by this administration than ever before.

Then the article continues with a quotation from Secretary Mitchell, as follows:

> "It is my job to foster, promote, and develop the welfare of wage earners and I will continue to do so."
>
> Mitchell got into the subject when newsmen asked what he thought of the chances of administration labor plans being approved by Congress this session.

And so forth. The great difficulty which Mr. Benson has had all along has been to persuade the farmers that he has been on their side. They have wanted a Secretary who was outspoken in his efforts to foster their welfare, and not to liquidate them.

A very great problem in getting sound agricultural legislation at this time is the difficulty of persuading the farmers that the program which has been advocated by the administration, and for which now the Secretary of Agriculture comes up to plead, is being advanced by a man who is seeking "to foster, promote, and develop the welfare" of the people in the industry whose Cabinet Department he heads.

The Secretary of Labor gets credit for working for laws more favorable to labor. He flatly says:

> It is my job to foster, promote, and develop the welfare of wage earners, and I will continue to do so.

For months the major problem of Mr. Benson has been that too many farmers have not felt he is on their side. They think he wants to penalize them for overproduction and perhaps to liquidate many of them. They have become suspicious of what he espouses and do not give him the hearing they would give to one they looked upon as their champion.

It is incredible that a complimentary letter could go from the office of the Secretary of Agriculture on any article published under the headline "The Country Slickers Take Us Again," and with the opening sentence:

> Our pampered tyrant, the American farmer, is about to get his boots licked again by both political parties.

The letter coming from the office of the Secretary of Agriculture, and stating that the article is excellent, that it had

been read by the Secretary of Agriculture, places a tremendous burden on the President and upon the administration. Disavow it, the Secretary of Agriculture has clearly and forthrightly done. He has manfully said he is sorry it happened.

But I know, and everyone else who has been active in the field of congressional politics for any period of time must realize, the difficulty, in the face of the records, of persuading the farmer, for whom the Secretary of Agriculture is supposed to be seeking constructive legislation, that anything that happens in that Department is really in the interest of the farmer, if things such as the writing of this letter can happen.

Whoever actually did read the article for the Department should be exposed, and whoever wrote the letter knowingly should be suspended as disloyal to agriculture and disloyal to the Secretary.

I think it is regrettable and unfortunate, but the usefulness of the Secretary has certainly been compromised. I sincerely trust that he will give consideration to whatever steps may be necessary to let the administration's program receive fair and constructive consideration in the Congress.

Mr. AIKEN. Mr. President, I can imagine that some of the headlines tomorrow may read "Legislators Clamor for Benson's Scalp." I merely point out that those who clamor for Benson's scalp today clamored for it in January of 1953, and have been continuously clamoring for Benson's scalp ever since. If they had spent half as much time in helping to carry on good, constructive agriculture programs as they have spent in clamoring for Benson's scalp, I am sure the prices of agricultural commodities today would be higher than they are.

Mr. SYMINGTON. Mr. President, I listened to the distinguished senior Senator from Vermont [Mr. AIKEN] with respect to the broadcast last night, every word of which I heard. I have great admiration for Mr. Edward Murrow, and I thought he was most fair. At least 1, if not 2, of the farmers who spoke on the broadcast expressed a philosophy which I felt was quite close to the philosophy expressed many times by the Secretary of Agriculture, in his statements on the problems of the farmer, if not that exact philosophy.

As I understand, although he talked at the end of the program, Mr. Benson now wants to have more time from the Columbia Broadcasting System to answer a broadcast which I thought was quite fair in its original presentation.

It is my suggestion that some Member of the Senate—perhaps the distinguished senior Senator from Louisiana [Mr. ELLENDER], chairman of the Committee on Agriculture and Forestry, or the distinguished Senator from Minnesota [Mr. HUMPHREY], who has just spoken on the subject—should also ask for time, in order that there may be a debate before the American people with respect to just what is the problem which has resulted in the steady decrease in farm prices.

The PRESIDENT pro tempore. Is there further morning business? If not, morning business is closed.

EXECUTIVE SESSION

The PRESIDENT pro tempore. Under the previous order, the Senator from New York is recognized.

Mr. NEUBERGER. Mr. President, will the Senator from New York yield to me, so that nominations on the Executive Calendar may be considered? It will not take more than 10 minutes.

Mr. LEHMAN. Mr. President, I ask unanimous consent that I may be permitted to yield for not over 10 minutes, with the understanding that I do not lose my right to the floor.

The PRESIDENT pro tempore. Is there objection? The Chair hears none, and the Senator from Oregon is recognized.

Mr. NEUBERGER. Mr. President, I thank the distinguished Senator from New York for yielding to me.

I now move that the Senate proceed to the consideration of executive business, for the consideration of nominations under new reports.

The motion was agreed to; and the Senate proceeded to consider executive business.

EXECUTIVE MESSAGE REFERRED

The PRESIDENT pro tempore laid before the Senate a message from the President of the United States submitting the nomination of T. Keith Glennan, of Ohio, to be a member of the National Science Board, National Science Foundation, which was referred to the Committee on Labor and Public Welfare.

EXECUTIVE REPORTS OF COMMITTEES

The following favorable reports of nominations were submitted:

By Mr. FULBRIGHT, from the Committee on Banking and Currency:

William McChesney Martin, Jr., of New York, to be a member of the Board of Governors of the Federal Reserve System (reappointment).

By Mr. BYRD, from the Committee on Finance:

Harold Christian Hunt, of Massachusetts, to be Under Secretary of Health, Education, and Welfare;

John Edward Mulroney, of Iowa, to be a judge of the Tax Court of the United States;

Wilbert H. Beachy, of Pennsylvania, to be collector of customs for customs collection district No. 12, with headquarters at Pittsburgh;

Frederick C. Peters, of Pennsylvania, to be collector of customs for customs collection district No. 11, with headquarters at Philadelphia; and

S. Power Warren, of Colorado, to be assayer of the mint of the United States at Denver, Colo.

The PRESIDENT pro tempore. If there be no further reports of committees, the clerk will state the nominations on the Executive Calendar under "new reports."

ATOMIC ENERGY COMMISSION

The legislative clerk read the nomination of Harold S. Vance, of Indiana, to be a member of the Atomic Energy Commission.

The PRESIDENT pro tempore. Without objection, the nomination is confirmed.

DEPARTMENT OF AGRICULTURE

The legislative clerk read the nomination of Marvin Leland McLain, of Iowa, to be an Assistant Secretary of Agriculture.

The PRESIDENT pro tempore. Without objection, the nomination is confirmed.

COMMODITY CREDIT CORPORATION

The legislative clerk read the nomination of Marvin Leland McLain, of Iowa, to be a member of the Board of Directors of the Commodity Credit Corporation.

The PRESIDENT pro tempore. Without objection, the nomination is confirmed.

EXPORT-IMPORT BANK OF WASHINGTON

The legislative clerk read the nomination of Samuel C. Waugh, of Nebraska, to be President of the Export-Import Bank of Washington.

The PRESIDENT pro tempore. Without objection, the nomination is confirmed.

Mr. NEUBERGER. Mr. President, I ask that the President be notified forthwith of the nominations today confirmed.

The PRESIDENT pro tempore. Without objection, the President will be notified.

NOTICE CONCERNING NOMINATIONS BEFORE COMMITTEE ON THE JUDICIARY

Mr. KILGORE. Mr. President, the following nominations have been referred to, and are now pending before the Committee on the Judiciary:

Lyle F. Milligan, of Wisconsin, to be United States marshal for the eastern district of Wisconsin, for a 4-year term, vice Clemens F. Michalski, resigned;

Justin C. Morgan, of New York, to be United States district judge for the western district of New York, vice John Knight, deceased;

Richard H. Levet, of New York, to be United States district judge for the southern district of New York, vice John C. Knox, retired; and

Oliver Gasch, of the District of Columbia, to be United States attorney for the District of Columbia, for a 4-year term, vice Leo A. Rover, elevated.

Notice is hereby given to all persons interested in these nominations to file with the committee on or before Friday, February 3, 1956, any representations or objections in writing they may wish to present concerning the above nominations, with a further statement whether it is their intention to appear at any hearing which may be scheduled.

SIN
Terry, Hugh

Aladdin Broadcasting Corporation

A SUBSIDIARY OF TIME INCORPORATED

RADIO STATION KLZ
TELEVISION STATION KLZ-TV

131 SPEER BOULEVARD • DENVER 3, COLORADO

HUGH B. TERRY
PRESIDENT AND
GENERAL MANAGER

February 3, 1956

thanks
J.F.

J.F.

Dear Ed:

Only because the attached letter is from a most important and well informed individual in the livestock world am I sending it to you for your information.

Kindest regards,

Hugh

Encl.

Mr. Edward R. Murrow
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York 22, New York

THE DENVER UNION STOCKYARD COMPANY

BOARD OF DIRECTORS
P. K. ALEXANDER
HARRY BENTON
W. C. CREW
H. W. FARR
W. S. HOWARD

L. M. PEXTON, PRESIDENT
W. C. CREW, VICE-PRESIDENT & GENERAL MANAGER
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DENVER 16, COLORADO

BOARD OF DIRECTORS
H. K. LINGER
L. M. PEXTON
A. REINHARDT
EDWARD SARGENT
C. P. WARREN
G. N. WINDER

January 31,1956

RECEIVED FEB 1 1956 K L Z BY

Mr. Hugh B. Terry
President & General Manager
Aladdin Broadcasting Corporation
131 Speer Boulevard
Denver 3, Colorado

Dear Hugh:

The night you went to the hospital Mr. Murrow was on CBS-TV and you probably did not see the program. I saw practically all of it and am enclosing an article by Glenn Martz of Washington which covers the subject more effectively than I could. It was certainly distorted in every way as Mr. Martz states.

The big argument, as you know, is 90 per cent rigid supports versus flexible supports. Under rigid supports corn in Iowa was at $1.62 per bushel. Currently, this support is at $1.58. Certainly that four cents per bushel, where they have a cost of production of about $1.00 per bushel if it rains, is not the cause of the farmer's plight.

Sincerely,

L M Pexton

LMPexton/ek
Enclosure

Worcester, Chuck
SIN

Basic Columbia Network

IOWA'S FINEST FREQUENCY

PARAMOUNT THEATRE BUILDING
CEDAR RAPIDS, IOWA

January 31, 1956

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Ed:

Let me add my congratulations for the excellent television show on Farming.

A friend of mine, Dave Livingstone, Washington, Iowa farmer and thinker, has expressed hope that some future program might be devoted to the "positive" approach. The troubles of agriculture are pretty well known. Sound thinking on how to solve these problems is needed.

If you have any occasion to get into this and need some help, just whistle.

Sincerely,

THE WMT STATIONS

Chuck

Chuck Worcester, Director
News and Public Affairs

CW/lo

M

WTOP 19

WASHN 1-27-56

SIN

RECEIVED
1956 JAN 27 PM 4:37
C.B.S. TRAFFIC DEPT. N.Y.

TO FRED FRIENDLY

SEE IT NOW

CBS

NEW YORK

FROM ERIC SEVAREID

IF YOU RE IN ANY REAL TROUBLE WITH BENSONCLARK MOLLENHOFF OF WASHINGTON BUREAU OF DES MOINES REGISTER HAS WHOLLE FILE STATEMENTS OF REPUBLICAN CONGRESSMEN SAYING ESSENTIALLY WHAT MURROW SAID ON SHOW REGARDING SMALL FARMERS ETC. STOP

REGARDS

SEVAREID

JOHNSTOWN, PA., JAN. 26.--(UP)--SECRETARY OF AGRICULTURE EZRA T. BENSON SAID TONIGHT HE WOULD ASK THE COLUMBIA BROADCASTING SYSTEM TO GIVE HIM TELEVISION TIME TO REPLY TO AN "OVERALL ERRONIOUS IMPRESSION" OF FARM PROBLEMS PRESENTED ON THE EDWARD R. MURROW PROGRAM.

A SPOKESMAN FOR THE AGRICULTURE SECRETARY SAID BENSON CRITICIZED FILMS ON MURROW'S PROGRAM, WHICH ORIGINATED HERE TONIGHT, AS NOT GIVING "A CLEAR PICTURE" OF THE AMERICAN FARM PROBLEM.

MURROW PRESENTED A SERIES OF FILMS ON FARMERS' WOES THROUGHOUT THE NATION, SAYING "THERE IS NOT A WHOLE PROBLEM---BUT RATHER A WHOLE LOT OF THEM."

BENSON, IN JOHNSTOWN FOR A SPEECH, WAS ASKED BY MURROW TO COMMENT ON THE PROBLEM AT THE END OF THE NATION-WIDE TELECAST.

"I CANNOT ANALYZE 55 MINUTES OF PROGRAM IN FIVE OR SIX MINUTES AND I DO NOT INTEND TO TRY," BENSON SAID.

BUT BENSON SPOKE ANYWAY FOR NEARLY SEVEN MINUTES BEFORE TIME RAN OUT.

WHEN THE PROGRAM ENDED, HE TOLD MURROW HE WOULD LIKE TO HAVE ADDITIONAL TIME TO TALK OVER THE PROBLEM. STATION MANAGER RICHARD BUTTERFIELD SAID MURROW AGREED TO ASK COMPANY OFFICIALS TO PROVIDE THE OPPORTUNITY.

THE SPOKESMAN FOR BENSON SAID THE AGRICULTURE SECRETARY PLANS TO ASK CBS OFFICIALS TOMORROW FOR TIME TO REP

S

ASK CBS OFFICIALS TOMORROW FOR TIME TO REPLY.

JD237A

(310) BENSON-MURROW

WASHINGTON, JAN. 27 (AP)-SECRETARY OF AGRICULTURE BENSON, CONTENDING A CBS TELEVISION BROADCAST GAVE A "DISTORTED IMPRESSION" OF THE FARM PICTURE, SAYS HE WANTS FREE TIME TO REPLY FULLY.

BENSON SAID HE WOULD PRESENT HIS DEMAND TODAY TO THE COLUMBIA BROADCASTING SYSTEM, WHICH TELECAST LAST NIGHT EDWARD R.MURROW'S "SEE IT NOW" PROGRAM ENTITLED "THE FARM PROBLEM: A CRISIS IN ABUNDANCE."

IN NEW YORK, A CBS SPOKESMAN SAID THE NETWORK HAD NO IMMEDIATE COMMENT.

BENSON, APPEARING BRIEFLY NEAR THE END OF THE HOUR-LONG DOCUMENTARY PROGRAM, SAID HE FEARED THE PROGRAM MIGHT GIVE THE IDEA THAT THE SMALL AMERICAN FARMER IS ON HIS WAY OUT. ANY SUCH CONTENTION, HE SAID, IS "DEMAGOGUERY AT ITS WORST."

MURROW PUT TOGETHER A SERIES OF FILMS TO PORTRARY THE FARM SITUATION. GOVERNMENT-HELD SURPLUSES WERE SHOWN IN LIBERTY SHIPS, WAREHOUSES AND TENTS. FARMERS ARGUED OVER THE JOB BENSON HAS DONE. ONE ACCUSED HIM OF DOING A "ROTTEN JOB," WHILE ANOTHER CALLED HIM A CAPABLE MAN BESET BY TOUGH PROBLEMS AND PRESSURE FROM POLITICIANS.

THE PROGRAM OPENED WITH A FARM AUCTION SALE NEAR CORNING, IOWA, WHERE THE FARMER SAID HE WAS BEING FORCED OUT OF BUSINESS BY LOW PRICES. MURROW COMMENTED THAT MANY SMALL FARMERS WERE BEING DRIVEN OFF THE LAND, AND SAID THE CORNING AUCTION SCENE MIGHT BE CALLED "THE DEATH OF A SMALL FARM."

BENSON SAID THE AUCTION WAS NOT A FORECLOSURE. HE SAID HE HAD LEARNED THAT THE FARMER, DALE E.PETERSON, HAD VOLUNTARILY SOLD HIS PROPERTY WITH THE IDEA OF GOING TO CALIFORNIA, THINKING HE COULD DO BETTER THERE.

BENSON SAID IT "IS JUST NOT TRUE" THAT LARGE NUMBERS OF FARMERS ARE BEING DRIVEN FROM THEIR FARMS. FEWER HAVE LEFT FARMING IN THE LAST THREE YEARS THAN IN THE PRECEDING THREE YEARS, HE SAID.

TAKING THE STAND THAT HE COULD NOT REPLY IN FIVE MINUTES TO THE QUESTIONS RAISED ON THE PROGRAM, BENSON WAS ABOUT TO ASK FOR A LATER CHANCE TO "PRESENT ALL THE FACTS" WHEN TIME RAN OUT ON THE PROGRAM.

BENSON DELIVERED A SPEECH LAST NIGHT IN JOHNSTOWN, PA. REACHED THERE BY A NEWSMAN, HE SAID HE WOULD PRESENT HIS DEMAND TO CBS TODAY.

CZ638AES

WOW TV OMA CALLING

RECEIVED
1956 JAN 27 PM 5:20
C.B.S. TRAFFIC DEPT. NYC.

EDWARD R MURROW CBS NYC

FROM MAL HANSEN WOW AND WOW TV FARM DIRECTOR

JAN 27 1956

YOUR FARM SHOW CREATED TREMENDOUS INTEREST IN THIS PART OF THE COUNTRY. THERE IS A NEW MOVE UNDERWAY THAT SHOULD MAKE FOR ANOTHER AGRICULTURAL FEATURE THAT MITE ALSO CREATE CONSIDERABLE DISCUSSION.

IN FEBR THREE NEBR COUNTIES ARE BEING POLLED TO DETERMINE IF THEY ARE WILLING TO MAKE CONTRIBUTIONS TO RAISE SEVERAL MILLIONS OF DOLLARS, PERHAPS UP TO $28 MILLION TO SELL LIVESTOCK PRODUCTS. THE PRINCIPLE IS TO GET RID OF SURPLUSES BY EATING THEM, THEREBY CREATING A BETTER DEMAND FOR LIVESTOCK.

GOVERNORS HOEGH OF IOWA AND ANDERSON OF NEBR HAVE TAKEN THE LEAD. FIVE COUNTRIES... DENMARK, NEW ZEALAND, ARGENTINA, AUSTRALIA, AND URUGUAY EAT ON AN AVERAGE OF FIFTY POUNDS MORE MEAT PER PERSON THAN CITIZENS IN THE U S. DAIRY FARMERS ARE SPENDING SIX MILLION DOLLARS IN COOPERATIVE ADVERTISING FOR A FIVE BILLION DOLLAR INCOME. MEAT PRODUCERS ARE SPENDING ONLY 600,000 DOLLARS ON AN EIGHT BILLION DOLLAR INCOME. IF EVERYONE ATE ONE AND THREE FOURTHS OUNCES MORE MEAT PER DAY IN THE U S IT WLD REQUIRE PRODUCTION OF SIX BILLION FOUR HUNDRED MILLION POUNDS EACH YEAR MORE THAN IS NOW BEING CONSUMED.

THERE IS A GREASS ROOTS APPEAL IN THIS DIRECTION SPURRED BY NUMEROUS OPERATION PORK LIFTS AND OTHER COMMUNITY EFFORTS TO INCREASE CONSUMPTION.

IN OMAHA AFTER A THREE DAY PROMOTION RETAILERS BOOSTED PORK SALES BY 100 TO 600 PERCENT. WE URGE AN ON THE SCENE REPORT OF THIS EFFORT. IF SUCCESSFUL IN IOWA AND NEBR PLANS ARE ALREADY UNDERWAY TO EXTEND FROM COAST TO COAST. WE WILL BE HAPPY TO PROVIDE YOU WITH ANY ADDITIONAL INFORMATION.

SPECIAL PROGRAM

"SEE IT NOW"

SENATORS CLINTON ANDERSON and HUBERT H. HUMPHREY

with

SECRETARY of AGRICULTURE EZRA TAFT BENSON

February 23, 1956

REBUTTAL

to

"SEE IT NOW"

THE FARM PROBLEM - A CRISIS of ABUNDANCE

January 26, 1956

5 IN

from:
COLUMBIA BROADCASTING SYSTEM, INC.
485 Madison Avenue, New York 22, N.Y.
Plaza 1-2345

MR. EDWARD R. MURROW

February 5, 1956

FOR IMMEDIATE RELEASE

Note to Editors: Attached is exchange of correspondence between Secretary of Agriculture Ezra Taft Benson and Dr. Frank Stanton, President of Columbia Broadcasting System, Inc.

In a letter dated January 30, 1956, Secretary Benson requested a half-hour of time "to clear up what I distinctly feel was a distorted impression of farm conditions given by sections of Mr. Murrow's presentation." ("See It Now" produced by Edward R. Murrow and Fred Friendly presented "The Farm Problem - A Crisis of Abundance" over the CBS Television network on January 26 from 10 to 11 PM, EST.)

In his reply, dated February 4, 1956, Dr. Stanton stated that "the farm issues are many and complex and the views concerning their solution are conflicting and strongly held. In view of your request and in view of the broad public importance of the farm issues, we are offering you 10:30 to 11 PM, EST February 9 on the CBS Television network."

Senator Clinton P. Anderson, former Secretary of Agriculture, by telegram January 27, and Senator Hubert H. Humphrey by telegram January 28, also requested time to present their viewpoints to answer Secretary Benson in the event that CBS Television granted his petition for time. Accordingly, CBS Television has offered the corresponding half-hour (10:30 to 11 PM, EST) on February 16 to Senators Anderson and Humphrey for this purpose.

* * *

THE SECRETARY OF AGRICULTURE

WASHINGTON

C
O
P
Y

January 30, 1956

Dear Mr. Stanton:

A few days ago I appeared briefly on Mr. Edward R. Murrow's "See It Now" program. I felt that the few minutes alloted to me for comment were inadequate to clear up what I distinctly feel was a distorted impression of farm conditions given by sections of Mr. Murrow's presentation.

In fairness to farmers, to your metropolitan audiences and to the Department of Agriculture which I have the honor to serve, I respectfully request an early opportunity to set the record straight on several important points.

Although the Murrow show occupied a full hour, I believe half of that time would be sufficient for the presentation I have in mind. I would hope that time could be allotted at approximately the same hour as the Murrow show was staged and on the same day of the week - Thursday. I believe you would agree this would best permit me to reach the same audience.

I would be most happy to discuss further details with you or other members of your staff if you are agreeable to this request.

Sincerely yours,

E. T. Benson (signed)

Mr. Frank Stanton
President
Columbia Broadcasting System
485 Madison Avenue
New York, New York

COLUMBIA BROADCASTING SYSTEM, INC.

485 Madison Avenue, New York 22, New York PLaza 1-2345

Frank Stanton
President

C
O
P
Y

February 4, 1956

The Honorable Ezra Taft Benson
The Secretary of Agriculture
Washington, D. C.

My dear Mr. Secretary:

I have your January 30 letter, mailed from Portland, Oregon, in which you state that the time allotted to you on the SEE IT NOW program dealing with farm problems was insufficient to permit you adequately to present your views. Accordingly, you request a half-hour at approximately the same time (10-11 PM EST Thursday) as that in which SEE IT NOW was broadcast.

As you know, and as the SEE IT NOW program itself reflected, the farm issues are many and complex and the views concerning their solution are conflicting and strongly held. In view of your request and in view of the broad public importance of the farm issues, we are offering you 10:30-11 PM EST February 9 on the CBS Television network.

Senator Clinton P. Anderson, former Secretary of Agriculture, by telegram January 27, and Senator Hubert H. Humphrey by telegram January 28, requested time to present their viewpoints and to answer you, in the event that we should grant your petition. We are offering the corresponding half-hour February 16 to Senators Anderson and Humphrey jointly for this purpose.

If the time period we have offered is agreeable to you, it would be helpful if you would have someone on your staff get in touch with Mr. Ted Koop, Director of CBS News and Public Affairs, Washington (EMerson 2-9300) so that arrangements can be worked out for the broadcast.

Sincerely yours,

?

PROPOSED STATEMENT AFTER BENSON'S APPEARANCE

Not to be issued as a release, but in response to inquiries and attributed to Murrow

Secretary Benson is to be congratulated. He wanted a half-hour of television time to extol the virtues of the Administration's farm program and he got it through the device of claiming he wanted to answer a SEE IT NOW program on the farm problem. The Secretary did not contradict any of the figures used on that program, which would have been difficult since most of them came from his own Department, and he did not succeed in discrediting any of the farmers who spoke for or against his agricultural program.

Senator Martin was in Corning, Iowa with a sound camera, interviewing some of the same people who appeared on the original SEE IT NOW program. On the film used tonight, their voices and views were not heard; we wonder why.

On the original program, Secretary Benson's representative saw the entire film five days before it was presented; the Secretary was provided with complete script equally far in advance. He made no complaint, did not ask for additional time, chose to use the six and a half minutes allotted to him to talk about demagoguery, and to say that the farm sale we filmed was a foreclosure, which it was not and which we never intended it was.

"SEE IT NOW"

EGYPT - ISRAEL

March 13, 1956

5b—See It Now—"Egypt—Israel"

The first of the *See It Now* broadcasts on the Middle East this year was an hour-and-a-half long political documentary entitled, "Egypt—Israel," (presented from 8:30-10:00 pm on March 13) which covered the origins and issues of the bitter dispute between both countries. The program featured probing, newsmaking interviews with General Abdul Gamal Nasser of Egypt and Prime Minister David Ben-Gurion of Israel by veteran correspondents Edward R. Murrow and Howard K. Smith respectively.

To give Americans a first hand view of the character and nature of the two countries, *See It Now's* cameras traveled extensively through both of them, revealing their people and their attitudes, proving their strength and weaknesses, describing their lands and their history.

Variety said, "Last Tuesday's hour-and-a-half, on-the-spot report on the Arab-Israel tensions was 'electronic journalism' at its best, at once frightening and fascinating."

Harriet Van Horne wrote in the *New York World-Telegram and Sun*, "Television, in essaying such documentaries as this one makes our homework as citizens of the world ever so much easier. ...This was a splendid moment in television."

For its outstanding effort to bring the people and problems of a far off, but vital area into the homes of American television viewers, CBS Television submits *See It Now*—"Egypt—Israel" for consideration by the Board of Judges of the George Foster Peabody Awards.

5b—See It Now—"Coverage of The Middle East Crisis"

The problems of the Middle East are among the most important and complex of any area in the world. They stem from the fact that the Middle East, with its rich oil deposits and its Suez Canal lifeline, is inextricably bound to the economy of Western Europe. Its problems are complicated by the rising tides of nationalism in the area and by the counterbalancing forces of colonialism. They are made still more complex by the growing demands for racial equality among the Middle East's emerging black and brown peoples. And the confusion is further compounded by the existence of bitter animosity between Israel and her Arab neighbors and almost as deep rivalries among the Arab countries themselves.

Each of these vital and continually changing aspects of the Middle East situation has been covered clearly, thoroughly and with great insight by a series of *See It Now* programs presented on CBS Television during the past year.

See It Now's remarkable coverage of the Middle East crisis includes the following specific broadcasts:

"Egypt—Israel"—an hour-and-a-half long program about the conflict of those two nations presented on March 13.

"Report from Africa"—a two part program about the rising tides of nationalism and racial equality, presented on April 23 and May 17.

"Suez"—an hour-long program about the significance of Egypt's seizure of the canal, presented on October 7.

"Special Reports from Israel"—two 15 minute broadcasts by Edward R. Murrow about the Israeli invasion of the Sinai Peninsula, presented on November 13 and 14.

Each of these *See It Now* programs is submitted by CBS Tele-

vision in the conviction that it is a worthy candidate for a George Foster Peabody Award. Taken together, these broadcasts represent an unmatched achievement in the coverage of an extremely difficult and continually developing international situation of crucial importance to the entire world.

The *See It Now* series on the Middle East presented during the past year has given the American people an excellent over-all view of the problems of that vital area. Separately, each of the programs stands on its own merits for its outstanding contribution to our understanding of specific phases of the Middle East crisis.

For this reason CBS Television has grouped all of the *See It Now* broadcasts from the Middle East into one entry for consideration by the Board of Judges of the George Foster Peabody Awards, and at the same time presents each of the programs for separate consideration by the Board for an individual award. A more detailed description of the programs follows.

TELEGRAPH ADDRESS - LOS ANGELES

Beard, Harry
SIR

STUDIOS
BEVERLY HILLS, CALIFORNIA

March 15, 1956

Dear Ed:

Your "See It Now" on the Middle East crisis was very absorbing and very fairly presented.

I've heard lots of comment and it was all excellent.

Thought you might like a bird's-eye-viewers reaction.

Best wishes.

Sincerely,

Harry Brand

SIN
Burke

February 28, 1956.

PRESS

COLUMBIA, LONDON.

SMITH FROM MURROW INFORMATIVELY HAVE REQUESTED PERMISSION NASSER AND BENGURION TO RELEASE HOURLONG RECORDING BOTH INTERVIEWS STOP ENTIRE REPORT SHAPING VERY WELL PROBABLY SO GOOD WILL SATISFY NO ONE EXCEPT NAVAJOS REGARDS

BURKE

SB-ok3

cc. Fred Friendly

Burns, Gen. E.L.M.

JANUARY 23, 1956

GENERAL E.L.M. BURNS
UNITED NATIONS HEADQUARTERS
JERUSALEM

ED MURROW AND FRED FRIENDLY, WHO PRODUCE THE TELEVISION PROGRAM SEE IT NOW, ARE LEAVING FOR THE MIDDLE EAST WITH SEVERAL CAMERA CREWS ON JANUARY 28TH STOP IT IS OUR HOPE TO DO A NINETY MINUTE TELEVISION PROGRAM EARLY IN MARCH WHICH WILL REPORT THE ISSUES WHICH HAVE CREATED THE CONFLICT BETWEEN ISRAEL AND THE ARAB STATES STOP HOWARD SMITH AND ONE CAMERA TEAM WILL BE WORKING IN EGYPT AND OTHER ARAB STATES STOP MURROW WILL SPEND SOME TIME IN EGYPT BUT WILL DO MOST OF HIS REPORTING IN ISRAEL STOP IT IS ALSO HOPED THAT WE SHALL BE ABLE TO REPORT ON THE IMPORTANT WORK BEING DONE BY THE UNITED NATIONS TO SETTLE THIS CONFLICT, AND WE WILL CONTACT YOUR HEADQUARTERS UPON OUR ARRIVAL IN JERUSALEM STOP

RESPECTFULLY,

EDWARD R. MURROW
CBS TELEVISION
NEW YORK

fe

JANUARY 23, 1956

General E. L. M. Burns
United Nations Headquarters
Jerusalem

Ed Murrow and Fred Friendly, who produce the television program SEE IT NOW, are leaving for the Middle East with several camera crews on January 28th. It is our hope to do a ninety minute television program early in March which will report the issues which have created the conflict between Israel and the Arab states. Howard Smith and one camera team will be working in Egypt and other Arab states. Murrow will spend some time in Egypt but will do most of his reporting in Israel. It is also hoped that we shall be able to report on the important work being done by the United Nations to settle this conflict, and we will contact your headquarters upon our arrival in Jerusalem.

Respectfully,

Edward R. Murrow
CBS Television
New York

WARD Butterfield, R. J. SIN

1490 KC AM FM 92.1 MC

CBS

Central Broadcasting Company, Inc.

PORCH BUILDING - JOHNSTOWN, PENNSYLVANIA - TELEPHONE 8-1216

March 16, 1956

Mr. Edward Murrow
Columbia Broadcasting System
485 Madison Avenue
New York, New York

Dear Ed,

The results of your most recent "See It Now" program on the Isreli - Arab conflict was television as television was meant to be.

It was indeed interesting to have discussed with you at length your plans for the production and then to see the remarkable results that you achieved.

I hope that you will always be able to continue doing this type of informative program for the American audience.

With sincerest regards,

Richard J. Butterfield

Richard J. Butterfield

P.S. I am enclosing a card from a local rabbi who was also greatly impressed with your program. The reception here was the greatest of any program yet aired by WARD TV.

RJB:ad

NATIONAL REPRESENTATIVES WEED & COMPANY NATIONAL REPRESENTATIVES

SIN
Crutchfield, Charles

JEFFERSON STANDARD BROADCASTING COMPANY

WBT WBTV

CHARLOTTE, NORTH CAROLINA

To

From

SUBJECT

OFFICE COMMUNICATION

FRANK STANTON, PRESIDENT
CBS NEW YORK

MONITOR 3-14-56

ED MURROW'S DOCUMENTARY LAST NIGHT WAS BY FAR THE MOST ENLIGHTENING, BEST PRODUCED PROGRAM I'VE SEEN ON TELEVISION. CONGRATULATIONS.

CHARLES CRUTCHFIELD

Ernst, Margaret
SIU

MRS. MORRIS L. ERNST
TWO FIFTH AVENUE
NEW YORK 11, NEW YORK

March 14th '56

Dear Ed,

Thank you for the distinguished program on Egypt-Israel. Every one of the ninety minutes was absorbing; and what a lot of temperate, needed education for us Americans you packed into it!

As ever,
Margaret

thank

Halle, Kay.

May 31, 1956

Dear Kay:

Belatedly, thanks for your kind words on the Middle East piece. There were some who thought it was too touchy to handle, but the reaction was very encouraging.

Hope to see you soon.

Sincerely yours,

Miss Kay Halle
3001 Dent Place, N.W.
Washington 7, D.C.

rh

Please find this

KAY HALLE 3001 DENT PLACE, N.W. WASHINGTON 7, D. C.

March 28, 1956.

Dear Ed,

All I seem to do is send you mash notes as I never seem to see you Person to Person to tell you what a sustained terrific- noble job you are doing oh TV. I sat enthralled for what seemed five minutes, of your Middle East show. It was a perfect performance in ever respect- so very natural and flowing and decent and how revealing! After listening to Moshe Sharrot- I kept wishing we could trade him for JFD whom Scotty Reston refered to so truly as our " most potent unguided missle!" But on second thought- would we want to inflict him on the new State?

Your favorite Englishman Ramdolph Chuchill stopped with me over the Eden talks which he was covering and though you would'nt have condoned it you would have enjoyed his attacks on Hank Byroade in my house when he addressed him as "the Egptian Ambassador to the United States".

I really do believe that I have never heard any single TV show so praised as your Middle East analysis. It must be rewarding.

I hope something will be bringing you here soon so you can come in for a drink or dine. I am in a new house.

Bless you, Kay.

Hussein, Dr Ahmed

January 10, 1956

My dear Mr. Ambassador:

SEE IT NOW is preparing to do an hour or a ninety-minute television program on some of the problems in the Middle East. It is our purpose to send Howard K. Smith, CBS' Chief European correspondent, to Cairo on or about the 25th of January to prepare the Egyptian coverage of this story. Accompanying Mr. Smith will be reporter and production man Edmund Scott, of SEE IT NOW's New York office, cameraman Charles Mack and soundman Robert Huttenloch.

I have asked Mr. Scott to go to the Egyptian Embassy in Washington to make the original contact and to make whatever arrangements are required preparatory to the departure of our reporters and cameramen. Mr. Scott will tell you about our hopes and plans. It is our intention, as journalists, to take our television audience to Egypt and present an honest report on what is going on in this important area and what are some of the issues which have made trouble between the Arab nations and Israel. It is hoped that your Embassy will have some ideas about how we should do this story, and we are looking forward to suggestions from your information people in Cairo. We are sending a similar crew and camera team into Israel.

Thank you very much for seeing Mr. Scott. We are prepared to discuss any further arrangements with you should any other questions arise.

I have the honor to remain,

Respectfully yours,

His Excellency Dr. Ahmed Hussein
The Egyptian Embassy
2310 Decatur Place
Washington, D.C.

rh

Please, forward to Mr. Murrow.
Kuttner, Cantor

ספר החיים

"BOOK OF LIFE"

of the

Johnstown Chapter of Hadassah

Dear Mr. Ulusson.

As ~~a~~ veteran-admirers of your former "See it now" (we miss it now) + present "Person to Person", let us commend you on the grand attempt to bring the present situation of the Arab-Israeli conflict - in an as neutral as possible light - close to us. The only disappointing feature of the program was not your fault: no happy ending.... With God's help it might come yet.

Thank you very much + ~~s~~ide (shalom = peace!)

Jesse R. Kuttner.

+Mrs.
Cantor Manfred F. Kuttner
607 Indiana Street
Johnstown, Pennsylvania

חי

Your name has been inscribed in

The Book of Life

3/13/56

in honor of the objective (neutral) presentation of „See it now", the situation Egypt-Israel!!
by Cantor and Ilse Ruth Kuttner.

The Book of Life is a permanent record. Funds derived from names inscribed in are for the Hadassah program in Israel

see back side!

SIN
Kollek, Teddy

RECEIVED
1956 MAR 12 AM 10:04
C.B.S. TRAFFIC DEPT. N.Y.

O

CBS ACR1/TGB34/IV28

JEC11/X1535 FFF JERUSALEMISRAEL 18 12 1425 ETAT DISRAEL

ED MURROW FRED FRIENDLY CBSINC

NEWYORK

K366 SINCEREST KOSHER WISHES SUCCESS YOUR PROGRAM TOMORROW

NIGHT LOVE

TEDDY MOISH

K366

CE 935(A) MAR 12 1956

R1 CBS

MARCH 12, 1956

TEDDY KOLLEK & MOISH PERLMAN
c/o PRIME MINISTERS OFFICE
JERUSALEM
ISRAEL

HAVE LABORED IN OVER FRUITFUL VINEYARD OF
ONE HUNDRED ~~XXXX~~ EIGHTY THOUSAND FEET OF FILM
STOP PRODUCT MAY NOT BE VINTAGE BUT IS OUR
BEST STOP ~~XXXX~~ ANXIOUS FOR YOU TO SEE IT STOP
SHALLOM

ED & FRED

52-043

WARREN G. MAGNUSON, WASH., CHAIRMAN
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ALAN BIBLE, NEV.
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JAMES H. DUFF, PA.
WILLIAM A. PURTELL, CONN.
FREDERICK G. PAYNE, MAINE
EDWARD JARRETT, CHIEF CLERK

SIN
Magnuson, W. G.

United States Senate

COMMITTEE ON
INTERSTATE AND FOREIGN COMMERCE

March 15, 1956

Mr. Edward R. Murrow
CBS- TV
485 Madison Avenue
New York, N.Y.

Dear Ed:

I thought your Middle East show was excellent.

Hope to see you soon up in New York - have not been there for a long time - too busy here.

If you get down this way drop in as there several things I would like to talk to you about.

Kindest regards.

Sincerely,

Warren

WGM:R

WARREN G. MAGNUSON, U.S.S.

P.S. My best to Collingwood.

W G M

March 23, 1956

Dear Warren:

Thanks for your kind words about the Middle East show. It was really a tough one to do, but the reaction has been excellent.

I will give you a shout when next I get to Washington.

As ever yours,

Senator Warren G. Magnuson
United States Senate
Washington, D.C.

rh

Marx, Groucho

March 23, 1956

Dear Groucho:

Thanks muchly for your kind words about the Israel-Egypt piece. A lot of well-meaning friends counselled me not to try it, but the response has been very gratifying and I am grateful to you for taking the time to write.

Norman Krasna, I do not know but I know about; and we will see what can be done.

"The Last Hurrah" I have not missed and I agree with you in spite of the Book of the Month Club. Have you seen "Gideon Goes to War" which is the story of Orde Wingate. It is worth your time.

As ever yours,

Mr. Groucho Marx
806 N. Foothill Road
Beverly Hills, California

rh

SIN

Groucho Marx

March 20, 1956

Dear Ed:

I thought you did a magnificent job in explaining the facts of life in the far East to the American people. I suggest you show this film to Dulles. He could use a little enlightening on the subject. There is a minimum of courage left in this country and that's why I'm so grateful to you. Yours is one of the few voices that still sounds as if it's even slightly left of dead center.

Item #2: A friend of mine, named Norman Krasna, (you may vaguely remember him as the author of "Dear Ruth", "John Loves Mary" and many movies), has just returned from Paris where he completed "The Ambassador's Daughter", a comedy with Olivia deHavilland, Adolph Menjou and a host of others. He has a beautiful home here - magnificently furnished - and he, himself, is a very witty and interesting converstionalist. He has four children, a lovely wife (the ex Mrs. Al Jolson) and some fascinating tales to tell of his experiences in French movie making; the differences in technique, attitude, etc. I only suggest this because it might be a departure from any of the "Person to Person" converstional gambits you have had. If you are not interested, forget the whole thing. And, remember - you're still my hero.

Regards,

Groucho

P.S. If you missed "The Last Hurrah" by Edwin O'Connor, you're missing the book of the year. Despite the fact that it was plucked by the Book of the Month, it's still quite a story.

GM:db

SIN
Murrow

THIS CBS NEWS GA PLS

AMERICAN CABLE AND RADIO

TWX-D ACR9 TG106 IV35 JEC20 X4048

FFF JERUSALEMISRAEL 37 13/1225

ISRAELGOVT

COLOMBIA BROADCASTING

NEWYORK

FOR ED MURROW RE CURRENT MIDEAST TENSION PIECE STRONGLY SUGGEST YOU INCLUDE SEVERAL SHOTS UNITED NATIONS TECHNICAL ASSISTANCE BOTH EGYPT ISRAEL ILLUSTRATING UNITED NATIONS AS POWER OF LIGHT SCHAAF RESIDENT REPRESENTATIVE UNATIONS TECHNICAL ASSISTANCE

CJ 8AM FEB 13 '56

PSE ACK.

CBS NEWS RCVD MSG K TU

N

"Egypt-Israel"
3/13/56

5b—See It Now—"Egypt—Israel"

The first of the *See It Now* broadcasts on the Middle East this year was an hour-and-a-half long political documentary entitled, "Egypt—Israel," (presented from 8:30-10:00 pm on March 13) which covered the origins and issues of the bitter dispute between both countries. The program featured probing, newsmaking interviews with General Abdul Gamal Nasser of Egypt and Prime Minister David Ben-Gurion of Israel by veteran correspondents Edward R. Murrow and Howard K. Smith respectively.

To give Americans a first hand view of the character and nature of the two countries, *See It Now's* cameras traveled extensively through both of them, revealing their people and their attitudes, proving their strength and weaknesses, describing their lands and their history.

Variety said, "Last Tuesday's hour-and-a-half, on-the-spot report on the Arab-Israel tensions was 'electronic journalism' at its best, at once frightening and fascinating."

Harriet Van Horne wrote in the *New York World-Telegram and Sun*, "Television, in essaying such documentaries as this one makes our homework as citizens of the world ever so much easier. ...This was a splendid moment in television."

For its outstanding effort to bring the people and problems of a far off, but vital area into the homes of American television viewers, CBS Television submits *See It Now*—"Egypt—Israel" for consideration by the Board of Judges of the George Foster Peabody Awards.

George Foster Peabody.

Promotion of International Understanding

TELEVISION CATEGORY 5

5a—See It Now

The Secret Life of Danny Kaye: December 2, 1956, 5:00-6:30 pm EST

5b—See It Now

Coverage of the Middle East Crisis:

Egypt-Israel: March 13, 1956, 8:30-10:00 pm EST

Report From Africa: Part I April 23, 1956, 10:00-11:00 pm EST

Part II May 17, 1956, 10:00-11:00 pm EDT

Suez: October 7, 1956, 5:00-6:00 pm EDT

Edward R. Murrow Reports From Israel:

November 13-14, 1956, 11:15- 11:30 pm EST

SIN

CBS TELEVISION

Office Communication

to: Mr. Murrow and Mr. Friendly

from: Mr. L. Grossman

January 10, 1957

This booklet accompanied the TVRs of your programs which were submitted for George Foster Peabody Awards.

Larry Grossman

5b—See It Now—"Coverage of The Middle East Crisis"

The problems of the Middle East are among the most important and complex of any area in the world. They stem from the fact that the Middle East, with its rich oil deposits and its Suez Canal lifeline, is inextricably bound to the economy of Western Europe. Its problems are complicated by the rising tides of nationalism in the area and by the counterbalancing forces of colonialism. They are made still more complex by the growing demands for racial equality among the Middle East's emerging black and brown peoples. And the confusion is further compounded by the existence of bitter animosity between Israel and her Arab neighbors and almost as deep rivalries among the Arab countries themselves.

Each of these vital and continually changing aspects of the Middle East situation has been covered clearly, thoroughly and with great insight by a series of *See It Now* programs presented on CBS Television during the past year.

See It Now's remarkable coverage of the Middle East crisis includes the following specific broadcasts:

"Egypt—Israel"—an hour-and-a-half long program about the conflict of those two nations presented on March 13.

"Report from Africa"—a two part program about the rising tides of nationalism and racial equality, presented on April 23 and May 17.

"Suez"—an hour-long program about the significance of Egypt's seizure of the canal, presented on October 7.

"Special Reports from Israel"—two 15 minute broadcasts by Edward R. Murrow about the Israeli invasion of the Sinai Peninsula, presented on November 13 and 14.

Each of these *See It Now* programs is submitted by CBS Tele-

vision in the conviction that it is a worthy candidate for a George Foster Peabody Award. Taken together, these broadcasts represent an unmatched achievement in the coverage of an extremely difficult and continually developing international situation of crucial importance to the entire world.

The *See It Now* series on the Middle East presented during the past year has given the American people an excellent over-all view of the problems of that vital area. Separately, each of the programs stands on its own merits for its outstanding contribution to our understanding of specific phases of the Middle East crisis.

For this reason CBS Television has grouped all of the *See It Now* broadcasts from the Middle East into one entry for consideration by the Board of Judges of the George Foster Peabody Awards, and at the same time presents each of the programs for separate consideration by the Board for an individual award. A more detailed description of the programs follows.

Pearlman, Moish

CBS HERE GO AHD

TWX ACRD11 TGB698/IV803

JERUSALEMISRAEL 75 12/1700 ISRAELGOVT

EDWARD MURROW

COLUMBIA BROADCASTING SYSTEM NEWYORK

DELIGHTED INFORM YOU THAT 292 KIBBUTZ DAN SHEEP CETURNED BY SYRIANS STOP ALTHOUGH TWENTY LOST RETURN OF REMAINDER SO SPEEDILY IS UNPRECEDENTED STOP GENERAL VIEW HELD HERE THAT THIS IS RESULT EITHER YOUR BROADCAST OR SETTING UP OF CAMERAS INCLUDING TELELENS ON VERY SPOT OF THEFT FOR REMEMBER THAT WE WERE UNDER SYRIAN OBSERVATION FROM THREE SIDES STOP ACCEPT THANKS KIBBUTZ DAN AND MY OWN WARM REGARDS

MOISH PEARLMAN

11

S GX 1128AM FEB 12 1956

END

RECVE CBS NEWS THNX

SIN
Schuster, M. Lincoln

THE INNER SANCTUM
OF SIMON AND SCHUSTER
PUBLISHERS · 630 FIFTH AVENUE
ROCKEFELLER CENTER · NEW YORK 20

March 14, 1956

Dear Ed:

Your "See It Now" report on Egypt and Israel was absolutely magnificent, and should be cited for a special Pulitzer Prize for its integrity, its perspective, and its sense of history.

It was unforgettable and inspiring, and I pause in the day's occupation to congratulate you, Howard Smith, and Fred Friendly.

Faithfully yours,

MLS

M. Lincoln Schuster

Mr. Edward R. Murrow
Columbia Broadcasting System
485 Madison Avenue
New York 22, New York

March 23, 1956

Dear Max:

Thanks very much for the kind words about the Egypt-Israel piece. It was the most difficult thing we have ever tried, but the response from all sides has been most gratifying.

Thanks again for taking the time to write.

Sincerely yours,

Mr. M. Lincoln Schuster
Simon and Schuster
630 Fifth Avenue
New York 20, New York

rh

SIN
Seltzer, Louis

The Cleveland Press

OFFICE OF
LOUIS B. SELTZER
EDITOR

March 14, 1956

Dear Ed:

You are an amazing guy. I have had that notion about you for a long time. You simply add to it persistently, substantially, uninterruptedly.

Last night you were tops. Marion, our daughter's family and myself watched that Israel-Arabic show.

Each time I have been heard to remark to my fellow-townsmen:

"Murrow topped everything last night."

So today I am saying it again.

But quite candidly — as Stan Anderson in the inclosed clipping suggests — you outdid even Murrow.

It's reassuring, Ed, to have you in TV, in America, in the field of communications. You honor all of us. A little of you brushes off on all of us and makes us the better for it.

Affectionately,

Louis

Mr. Edward R. Murrow,
Columbus Broadcasting System,
New York, N.Y.

THE PRESS TV GUIDE

✶Program Also In Color, Subject to Change

TONIGHT, WEDNESDAY, MARCH 14

	KYW—3	WEWS—5	WXEL—8
6 :00	Ramar of Jungle	The Rascals	Looney Tunes
:15	" "	" "	" " S; Armstrong
:30	Birdie; Sports	Dorothy Fuldheim	Patti Page
:45	Today's News	W; Sports	Doug Edwards
7 :00	Doug Fairbanks	Catholic Schools	Great Gildersleeve
:15	" "	John Daly	" "
:30	Eddie Fisher	Disneyland	The Hunter
:45	News Caravan	" "	" "
8 :00	Director's Playhouse	" "	Arthur Godfrey
:30	Father Knows Best	MGM Parade	" "
9 :00	Twisted Cross	Big Idea	Millionaire
:30	" "	Break the Bank	I've Got a Secret
10 :00	This Is Your Life✶	Boxing	Steel Hour
:30	Midwestern Hayride	" "	" "
11 :00	N; W; S	Headline	News; Sports
:15	Greatest Fights	" "	W; Music; Feature Film
:30	Tonight	Famous Playhouse	" "
12 :00	" "	Police Call	" "
:30	N; Sign Off 1 A. M.	N; Sign Off	Sign Off 1 A. M.

TOMORROW, THURSDAY, MARCH 15

7 :00	Dave Garroway		Will Rogers Jr.
:15	" Good News		" "
:45	" " N		" "
8 :00	" "		Capt. Kangaroo
:15	" " N		" "
:30	" "	Good Morning	" "
:45	" " N	" "	" "
9 :00	Morning Surprise	Fun Farm	Romper Room
:45	" "	" "	" " Wulff
10 :00	Ding Dong School	Paige Palmer	Garry Moore
:30	Ernie Kovacs	Jan Bidlack	Arthur Godfrey
:45	" "	" "N	" "
11 :00	Home	WRU Telecourse	" "
:30	" "	The Ruggles	Strike It Rich
12 :00	Tennessee Ernie	Noon Show	Valiant Lady
:15	" "	" "	Love of Life
:30	Feather Your Nest	" "	Search for Tomorrow
:45	" "	Beulah	Guiding Light
1 :00	Feature Film	" "	Alice Weston
:15	" "	Gene Carroll	" "
:30	" "	" "	Love Story
:45	" "	Stu Erwin	" "
2 :00	" "	" "	Robert Q. Lewis
:15	" "	Overseas Assignment	" "
:30	My Little Margie	" "	Art Linkletter.
:45	" "	Paige Palmer	" "
3 :00	NBC Matinee ✶	Afternoon Film Festival	Fashion Talk
:15	" "	" "	Maggie Wulff
:30	" "	" "	Bob Crosby
4 :00	Date With Life	" "	Brighter Day
:15	Modern Romances	" "	Secret Storm
:30	Queen for a Day	" "	On Your Account
5 :00	Pinky Lee	Mickey Mouse Club	Feature Film
:15	" "	" "	" "
:30	Howdy Doody ✶	" "	" "
:45	" "	" "	" " N

Christian Science

FREE LECTURE ON Christian

"CHRISTIAN SCIENCE:
Its Healing Message
For Men and Nations"
by
Friedrich Preller, C.S.B.
of Berlin-Dahlem, Germany
Member of the Board of Lectureship

See Hear with STAN ANDERSON

Murrow's Mideast Coverage Is Another TV Milestone

There is nothing on radio or TV which can compare with Edward R. Murrow, news-wise.

His coverage of the Middle East crisis last night was a milestone in TV. This was powerful, this was informative, this was a TV prize-winning show.

Sometime during the night it was announced that Sid Caesar and Nanette Fabray had parted company. This was supposedly a world-shaking report. Actually, this is really quite secondary to the real news of the day—that Murrow again had made a terrific news coverage.

Caesar had dumped his Nanette, or Nanette had dumped Sid. This seemed quite insignificant when the impact of Murrow's Egypt-Israel program was considered.

Today we see headlines about Cyprus and Algeria. Today we read that Israel has offered a "direct peace offensive" to make an agreement with the Arab states.

Today we read that 18 U. S. senators have urged that Great Britain give political voice to those who are championing Cyprus.

So along comes Murrow to point up the great rebellion between the Arab states and Israel. It is TV at its most powerful. It is the sort of TV we may expect to see regularly in the very near future.

Murrow simply has learned to use microphones and cameras to their best advantage. He has learned to prepare for a big international news story months before the real story occurs. Let's give the fellow credit. He does not wait for the story to break. He anticipates it.

What is there in our future, as far as TV international coverage is concerned? We soon will see personalities and plain people from all over the world. Soon TV will show us the people who may determine whether we can remain at peace, or whether we must go to war.

Murrow's Israel-Egypt coverage gives us an idea of how world news will be covered in future. A fine hope for peace probably exists in the fact that we will meet peoples of other lands via the TV cameras.

It must have occurred to many that this Murrow show signaled a new era in world relationships. Here was an objective, first-hand report on one of the biggest stories of the century. The big difference between this and stories of other centuries was that the people of the U. S. were quickly informed. They did not have to wait for the pony express or the Indian runner.

I cannot wait for Murrow and CBS to perform new miracles. TV comes of age with shows like this one.

MUSICAL PRODUCTION, "It's A Most Unusual Day" stars Marilyn Erskine and Fred MacMurray on the Screen Directors Playhouse tonight (KYW-TV, 8).

March 23, 1956

Dear Louie:

I sure do thank you for the kind words about the Egypt-Israel effort. It was the most difficult thing we have ever undertaken; and the response has been the most encouraging thing I have encountered in twenty years, not because it was overwhelmingly favorable but because it reflects the thinking of people deeply and emotionally committed to look facts squarely in the face and to recognize what was, in fact, a painful excercise in objectivity.

Please convey my best wishes to your entire family.

As ever yours,

Mr. Louis Seltzer
Editor
The Cleveland Press
Cleveland, Ohio

rh

copy for Mr. Murrow

SIN
Smith, Howard.

March 5, 1956

Dear Howard -

Thank you for your good letter of March 1st. I am delighted to know that everything worked out so well with Scott and Mack and I hope the opportunity of your working with them again will be part of SEE IT NOW's future.

With eight days to go before the show, we are in the final stages of distilling about 170,000 feet of film into less than 9,000. We are all convinces it's a balanced job. Fortunately for all, Ben Gurion and Nasser are equally eloquent which prevents the unhappy situation of having a spokesman for one side outshine the other and possibly warp the respective values of the argument. As you might imagine, the pressure on us from all sides has been considerable. We have told all of them that this is a program by and about Egypt and Israel - all of the opinions expressed will be by citizens of these two countries. Ed and I decided that the confines of ninety minutes and so much film made it impossible for us to use his conclusion or yours. They complement each other rather well without arguing the point, but we just couldn't use them without dropping two or three other very usable sequences.

The interview with Nasser is a ten strike and I rather expect it will be in the news by Wednesday, the 14th. I'm sending you, via separate cover, a full transcript of what Ben Gurion said which you can keep for your files. As Ed cabled you, I think, a Ben Gurion album and a Nasser album is to be published immediately after the broadcast. You can have as many of each as you desire. Scott has arranged to send the whole show via the Egyptian diplomatic pouch and we'll get one to you as soon as possible.

Cordially,

Fred W. Friendly

P.S. The script you wrote was most [redacted]ful. The Smith opening is a combination of your narration at Gaza and in Cairo

(more)

and makes rather an eloquent beginning. You may be interested to know we have lost much sleep over whether to open with Israel or Egypt. (Still undecided).

FWF

Mr. Howard K. Smith
CBS News
26 Hallam St.
London W1, England

FWF/fjf

Whitton, John B
SIN

March 23, 1956

Dear John:

Many thanks for the kind words about the Egypt-Israel piece. We spent an awful lot of time, money, and damn near prayer on it, and the reaction was pure and grateful.

If, when the balance sheet is struck, no greater error is charged to me than the one in 1935, I shall be well content.

As ever yours,

Mr. John B. Whitton
The Nassau Club
Princeton, New Jersey

rh

THE NASSAU CLUB
PRINCETON, N. J.

March 15,1956

Mr. Edward R. Murrow
Columbia Broadcasting System
New York City

Dear Ed:

After seeing your magnificient television review of the Arab-Israel problem Monday night I could not resist the impulse to write you to send my hearty congratulations. This is one of the most eloquent proofs I have ever seen of the documentary value of television when its possibilities are really realized. As a student of international relations I was amazed to perceive what an invaluable contribution to our understanding of that perplexing problem your program has made. We have always thought that in order really to comprehend such difficult issues of international politics it was necessary to make an on-the-spot inquiry. I do not know whether this will be true from now on; you succeed in bringing the situation right into our homes.

I should like to add that during the years you appear to have done more for radio and television than any other person. In fact the only weakness you ever showed was when you hired me to do those broadcasts to France in 1935!

With best wishes, I remain

Cordially,

John

John B. Whitton

Williams, Chester
SIN

March 23, 1956

Dear Chet:

Many thanks for taking time to write as fully as you did on March 14. The reaction to the piece has, on the whole, been favorable. I very much fear that an explosion is inevitable.

I am off to Florida for two weeks and will call you when I get back.

As ever yours,

Mr. Chester Williams
World Information
608 Fifth Avenue
New York, New York

rh

new address ?

Ci- 5- 8734

WORLD INFORMATION
608 Fifth Ave.
New York, N.Y.

March 14, 1956

Dear Ed:

While the reactions of myself and guests to your Arab-Israel program are still fresh, let me give you the highlights - such as they may be worth.

Our guests included: two specialists in the Middle East from the UN Secretariat, an Egyptian Secretariat Member who was associated with Nasser on his welfare program, George Denny, an Air Force officer, and an editor who served USIS in the Middle East during and shortly after the war.

As you can guess, the reactions were quite varied. Those who had no particular background or experience in the area felt that your program was very fairly balanced and surprisingly "pro-Egyptian". Those who looked at it through first-hand knowledge of the area and the Palestine problem felt in varrying degrees that it was "loaded" in favor of Israel.

This struck me as an interesting contrast - one that emphasizes that everyone reads into what he sees or hears what he already knows and feels about the subject. To those who felt very pro-Israel every second devoted to Egypt seemed like a minute and every minute allocated to Israel seemed like a second. Those who knew the most about the situation were most keenly aware of things left out - and considered the selectivity a deliberate distortion.

For example, the Egyptian and two or three of the "old hands" in our living room felt that the selection of refugees who vented their antagonism toward the U.S. was designed to prejudice Americans against them. Others didn't take it that way. Everybody seemed to agree that the Israeli side was invested with emotional content while the Egyptian side was rather coldly intellectual and factual.

The discussion went on vigorously for two hours after the program. I would summarize it like this: in terms of the realities and facts known to people who have experienced and studied them, the editing was quite "loaded" on the Israeli side; while in terms of this program in comparison with other TV and mass media treatment of the issues was strikingly balanced and in effect challenging to many Zionist claims. We felt that Nasser made a good impression compared to Ben Gurion - created an image that would be hard to distort into "devil".

I had expected to see and hear an interesting series of contrasting answers by Nasser and Ben Gurion on the same questions - after what you had told me. So I was somewhat surprised that Ben Gurion didn't deal with some of the crucial questions which were put so bluntly to Nasser. I dare say that an even more exciting and enlightening program could me made from the scraps on the cutting-room floor than was made with the material you selected. But on balance it was a very interesting and useful performance. I had the feeling that Smith's bold reporting and editorializing on Sunday, March 4, put you under heavy pressures.

I would appreciate the return of the papers I lent you - if it is not too much trouble. Best to you and yours.

Winston, Elizabeth

CABLE: ELWINSTON-NEW YORK

ELIZABETH WINSTON PUBLIC RELATIONS

119 WEST 57TH STREET, NEW YORK 19, N.Y.
JUdson 6-0987-8

S1N

March 14, 1956

Mr. Edward R. Murrow,
CBS,
485 Madison Avenue,
New York, New York

Dear Mr. Murrow,

Just a note to say thank you for your magnificent journalistic examination of the Israel-Egypt dispute.

I consider your program last night Television's finest moment - you would do your country a great service if you would consider entering a political career.

Very sincerely,

Elizabeth Winston

Elizabeth Winston

EW/w

thanks

Reference Article by Moish Pearlman

1956

5-C-1

The Murrow invasion - and capture - of Israel

D-Day for the Murrow invasion of Israel was set for Monday 30th January; H-Hour was 22:00 hours when he stepped off the plane at Lydda Airport. Within fifteen minutes, he was on his way to Jerusalem and, after a clean-up at the King David Hotel, he was off to a midnight meeting with some of Israel's top officials to ask the kind of tough questions that would get him quickly to the core of the current Israel-Arab problem. At 2:30 a.m. he was deposited at the door of his hotel, and five and a half hours later, he was standing in front of two cameras with U.N. Truce Chief of Staff General Burns, on the bleak, sun-less strip of no-man's land between Israel and Jordan, just beyond the Mandelbaum Gate, a familiar mike in his hand, uttering the opening line of his next "See It Now" television programme "This is Ed Murrow, talking to you from a no-man's land in the Middle East"....

That's how it began - and that's how it went on for the next ten days, a thorough coverage at breakneck speed of the life and mood, the fears and hopes of the people of Israel. The result will form half of the ninety minute show which CBS will present at 8:30 p.m. on March 13th, an unprecedented length for a television documentary. The other forty-five minutes will be devoted to Egypt. Howard K. Smith, CBS Bureau Chief in Europe, headed the team that covered the Egyptian side.

"An essay in transportation" is how Ed Murrow put the purpose of his programme, designed to point up for American viewers the current pattern of Israel-Egyptian tension. "I'd like to use cameras and microphoes to show intelligent Americans what they would see for themselves given the opportunity of this trip to the Middle East. And perhaps a little more, enabling them to meet some folk, both high and humble, they might not themselves have had a chance of seeing...."

But he was talking in understatement. For the real standard he set himself

was the capture of an intangible - how to transmit to the American public the delicate intricacy of the strands that make up the design for living of another people - for the simple truth, like life, is never simple; and how to get all the colours of the rainbow on his palette - for black and white are hardly the sole ingredients of the middle Eastern - or any other -picture. No one whom he met in Israel can be sure that he succeeded. But all are quite certain that no one has ever tried so hard, or taken such pains, to discover truth.

To be fair, Murrow's physical invasion of Israel was something of a walk-over. His name was not strange to Israeli ears. Not that the country enjoys - if that is the word -television as yet. But newsstands brim with American papers and periodicals, and much was therefore known of some of his more outstanding "See It Now" programmes, notably the Oppenheimer and Nehru interviews, and the documentaries on McCarthy, South Africa and Farm Surplus. And there are thousands of today's Israelis, who emigrated from Europe, who recall Ed Murrow's broadcasts from blitz-torn London during the war, with their familiar "This Is London...".

And so the welcome he got as he stepped from the plane was not the frigid, impersonal, diplomatic reception accorded to the general run of V.I.P's but the warm greeting of a people who admire competence and honesty.

His technical team, serving as a kind of advance landing party, had hit the Israel beach-head five days earlier and managed to land equipment. Marty Barnett and Leo Rossi each headed a film unit, aided by Dave Blumgart, Larry Gianneschi and Robert Clemens. Marty operated a Wall single system camera and Leo an Akely. Cameras and sound and lighting equipment weighed one ton.

The more important sequences and all the major interviews were filmed with both cameras, so as not to disturb the interview by stopping to reload. And both teams shot a ratio of nearly twenty to one to ensure perfection. For the forty-five minute Israel part of the programme, the teams filmed 80,000 feet - nearly

fifteen hours of screening time. Neither Hollywood nor newsreel nor any other television programme reaches so high a ratio of shooting. It is costly but it gives results.

The seventh member of the party reached Israel two days before Murrow. This was Fred Friendly, burly co-editor of the "See It Now" programme, who bustled through the next forty-eight hours on a personal reconaissance of people and places to devise, as Chief of Operations, a feasible plan for his General. It is true to say that Israel isn't quite the same after Fred's visit. With his departure, Israelis aver that Israel is the most peaceful place in the world.

First hint of the Friendly touch came with his plan of a skirmish before the arrival of the Chief - an attack on Israel's parliament, called the Knesset, since there was unlikely to be an opportunity of tackling this body during Murrow's crowded schedule. Fred remained unbothered by the fact that no comprehensive film coverage had ever been made of the Knesset in session. On the contrary, this served as a sharpened spur. And while frantic Government officials were despatched to placate the Speaker, trucks rolled up with cameras, sound and lighting equipment. These were installed shortly before the session opened, with disturbance only to two opposition members who entered the Chamber to find their seats occupied by Leo Rossi's Akley. Fears harboured during the filming operation that this may well mean the end of parliamentary democracy in Israel proved groundless. Question time passed off without a hitch, discussion flowed smoothly, and members emerged from the ordeal with sufficient strength to celebrate, that very evening, the Knesset's seventh birthday. By this time, Fred was on his way to the airport to meet Ed. Janet Murrow followed shortly after.

Ed's interview with General Burns at 8 o'clock next morning took place in no-man's land exactly mid-way between Jordan-held Old Jerusalem and Israel-held New Jerusalem. Rain which had greeted Fred's arrival stopped when Ed reached

town, and kept off throughout his entire stay. The cameras were in position when Ed and the General reached Mandelbaum Gate - Leo and Marty had started setting up at 6 a.m.. Mandelbaum Gate, the frontier post on Israel's side of Jerusalem, is an adventure in semantics. It has been so widely mentioned in the world press that popular imagination conceives it as something at least as majestic as Berlin;s Brandenburg Tor. It is in fact a tumble-down ruin, shattered by Arab Legion twenty-five pounders during Israel's War of Independence. It belonged, before hostilities, to a Dr. Mandelbaum.

With cameras whirring while Ed talked to the General, Arab Legionaires popped their heads out of one building while Israeli soldiers watched from another. Marty's camera did a pan shot which took in the guards from both sides - surely the first time that rival troops, in their own positions, have been captured in the same shot.

Next assignment was the campus of the new Hebrew University that is being built at the western outskirts of the city. The original buildings of the University are on Mount Scopus. This is in Israel hands. But access to it lies through Jordan held territory, and this is denied to students. They study at present in improvised lecture rooms, but a new University is now being constructed in a beautiful valley near the western entrance to the city. It is characteristic of the Murrow technique that coverage of this cultural institution was achieved not through the President or one of the professors but by interviewing one of the building workers on the site. He was a Russian immigrant who had fled from Moscow shortly after the revolution. Today he is one of Israel's aristocrats - a man who works with his hands. He speaks with pride of the numerous buildings of Israel he has helped to construct. He spoke not only of the architectural grandeur of the new edifice but of the spirit of this centre of learning. "Here is the new physics laboratory, and here the department of history. The buildings are used as fast as eanh is completed. You can't go in

there - that's the new botanical hall, and there's a lecture on at the moment. Finished only last week, it's now in full working use, from 8 in the morning to 8 at night." Ed got a glimpse before he left of a model of what the completed university will look like in five years time. He promised to come back and see it on the ground.....

Next stop was the south. A border settlement near the Gaza strip. Word had come through that rain had turned the fields there into hip-high mud, and rubber boots were desirable. And so the convoy, two trucks and three cars, parked outside Jerusalem's most elegant shoe-store while one by one the teams filed in, and emerged looking like sons of the soil.

"Go South" say the words of a popular Israeli song, and south went Murrow, leaving the winding Wadi Sureik where Samson courted Delilah, and heading for the barren desert lands of the Negev. But land that was barren five years ago was now green with barley and clover, fruit of Israel's giant irrigation plan to bring water from the abundant north to nourish the arid south.

At the northernmost point of the Gaza strip, an Israel Defence Forces escort awaited the Murrow party to take them to the border settlement. For the track then leaves the tarmacadamed road and runs parallel, and close to, the border, and while Murrow sought no protection, the Israel Government was taking no chances. Men and vehicles have been mined and shop up on this very track with grim frequency during the last two years.

Half an hour later the teams arrived at Nahal Oz, without incident. Nahal Oz is the Hebrew for Stream of Strength. It is an agricultural cooperative farm, called a Kibbutz, in which an entire community own and work the land in common, putting into the common pool their labour power and their idealism - and there's a good deal of that - and receiving from the community the satisfaction of their basic wants - food, clothing, shelter, group social living, and the right to serve. It is exactly five hundred yards from the Egyptian border, opposite the

Egyptian held town of Gaza. The frontier is a furrow. The kibbutz is surrounded by a barbed wire fence, ringed with floodlights that expose would-be infiltrators at night, and dotted with entrenched look-out positions and watchtowers which are manned day and night. The young Israeli farmers, men and women, move around with rifle slung automatically over their shoulder, followers of the biblical injunction in this land of the Bible "With one hand on the plough, the other on the sword."

It was to Nahal Oz that Ed Murrow came to capture the mood of life on the frontier. While the crews were busy transferring equipment from truck to tractor, to navigate the mud - the report had been no overstatement - Ed and Fred floundered towards the most forward look-out post, and just beyond the frontier espied the Egyptian positions facing them. They returned gingerly to the settlement as dusk fell and the lights came on. Waiting for them was Uri - a twenty-year old Israeli born golden-haired farmer. Like most of his fellow members of the kibbutz, Uri had been born and brought up in urban surroudings - his father is a successful merchant in Tel-Aviv - who had responded to the call of pioneering and come south to farm and defend the frontier. His English was not polished but understandable. Ed decided to interview him on camera. But he was on duty that night, on guard in one of the watchtowers. "Very well," said Ed, "we'll interview you at your post - if you won't mind." And that's where the interview took place.

Setting up the equipment was not so easy. Powerful lights were needed for this night exterior. The only electricity available was that run off the kibbutz generator, and it wasn't certain whether it would carry the required load. At one point Fred was murmuring about cutting off the kibbutz lights for the duration of the interview, but the combined skills of Dave Blumgart and Larry Gianneschi and the kibbutz electrician succeeded in extracting enough power to illumine both Ed and Uri without plunging the rest of the community in darkness.

Ploughing through mud, they ran a cable several hundred yards from the nearest point to the tower, adding lamp to lamp while Leo Rossi, (looking incidentally like Harry Truman), stood poised on the tower, checking his light meter, eyes screwed like some modern Diogenes in myopic search for truth, exclaiming at intervals "more light, more light."

Cameras and lamps in position, Ed, trailing his microphone, scrambled up the rickety stairs to the platform of the tower where Uri stood on guard. Another watchman took over duty while Uri answered Ed's questions - ranging from life in the kibbutz to what Uri thinks about when he keeps watch on the frontier. The interview lasted an hour. After five minutes, despite the lights and the lenses, it was clear that Uri had forgotten that he was on camera, and without self-consciousness, with frankness and freedom, chatted to the American commentator. At times, this fresh, happy-faced twenty-year-old Jewish farmer sounded like an ancient monk talking to a novice, as he tried to explain why he and his fellow members had spurned the cafes, movies and lights of the city to come and farm in this lonely and dangerous outpost. This is what gave them a basic sense of satisfaction - reviving an ancient but neglected land and defending it against attack. This is what enabled him to stare back, unflinching, at what he saw in his shaving mirror each morning. Not that there was melodrama in the way he spoke. Only in the implications in what he said. He was as free from emotional overtones as an All-American on the practice field. "What do I think about when I'm on guard? I think "Why do I have to do this? I'd much rather be in bed. And I'm sure that the Egyptian on guard on the other side of the frontier feels the same. I wish we could talk it over together. But so long as there's political tension, and so long as we're attacked, someone's got to guard the frontier, and I and my young friends feel that those 'someones' ought to be us. That's why we're here."

It was long past midnight when the party left to sleep what remained of the

night at a new bungalow hotel near the Mediterranean at Ashkalon, of the biblical "Tell it not in Gath, tell it not in the streets of Ashkalon, lest the daughters of the Phillistines rejoice...". But the party was back the next morning, to cover the daily living sequences in a border settlement, the armed tractor driver who has to be careful, when ploughing near the frontier, to turn inside and not across the line; the young men and women at work and at rest; the children playing near the concrete anti-sniping wall that shields their kindergarten; the bomb-proof shelters; the peaceful cattle oblivious of their proximity to danger....

At midday, Ed broke off with one of the camera units to cover a border patrol. Listening in to a pre-patrol briefing, Ed asked these Israeli soldiers where they had come from. Replies ranged from Iraq to Yugoslavia, Morocco to Rumania, Poland to Israel born. All of course spoke Hebrew. Vehicles got stuck in the mud and they dismounted, continuing their patrol on foot. Ed followed as they moved along the border and then had to leave. There was much to be covered. While Fred stayed with the team that was continuing the coverage of Nahal Oz, Ed proceeded northwards to Heletz, scene of Israel's cuccessful oil strike some months ago. He managed, in his disarming way, to elicit from the standard clam-like lips of the local oil experts, facts about current production and future prospects which are not normally divulged. He left impressed with Israel's future oil hopes.

Rendezvous point for the two teams that evening was Beersheba, capital of the Negev. The party had an hour in which to wash and eat and they were whisked off to a new rural farming village three quarters of an hour away, which had recently been settled by new immigrants from Kurdistan. They were being taught music and dancing. Their instructor was the young Israeli composer who had authored "Tzena, Tzena." In a wooden hut in the heart of the desert, the young boys and girls sang the new songs of Israel and the old songs of their old

country, and danced the folk dances of their new land.

It was a tired party that slept that night in the unseasonably frigid rooms of the Beersheba hotel.

And early next morning they were on the job, covering this desert town which had developed in seven years from a population of 300 to 23,000, with modern apartment houses, buildings, factories, a large hospital, schools and the largest cinema-cum-congress hall in the country. It was a Thursday morning, weekly market day for the surrounding Arab bedouin, who flocked to the city with their camels and donkeys to enjoy the finest sport in the Middle East -- bargaining. For sale were carpets and saddle bags, chicken and eggs, hand-woven fabrics and ornamented belts, silver-mounted daggers and Negev herbs - and even their camels if the price was right. Leo was lucky enough to get a shot of a couple of camel-mounted bedouin riding across a nearby crest with a large newly constructed flour mill in the background.

At midday the party left to cover the potash works at the Dead Sea. They took the new road, a remarkable piece of engineering, which winds and descends in gentle curves from 1200 feet above to 1200 feet below sea level. Here, at the southern end of the sultry lake, lies Sdom - of the illfated biblical Sodom and Gemorrah. It is marked today by a huge plant engaged in extracting potash from what is probably the richest treasure of salts in the world. For the Jordan flows into the Dead Sea and there is no outlet. Evaporation is so rapid in the heat that the salt content of what remains continually rises. No swimmer can drown in this inland sea, for it takes more than a single person's power to thrust his head under water. You just float. The surrounding terrain looks like moon country, rough, bleak mounds and crags, the colour of parchment, still and lifeless in the winter heat. But there is about it a rugged beauty and a grandeur made majestic by the background blue of the calm water. For some miles along the edge of the lake the cliffs are of pure salt. It is a tribute to Ed's

reputation of honesty that no one described a salt-block near the track at 'Lot's wife.' From a high platform of the plant, near the giant separators, overlooking the salt-pans in the sea, Ed did a general commentary on the modern extraction of potash, magnesium and other chemicals which are exported to earn precious foreign exchange for the young State.

That night, too, was spent in Beersheba, for next morning, Murrow was to interview Israel's Prime Minister, David Ben Gurion, in his desert pioneer settlement, Sde Boker, to which he had retreated two years ago and where he still likes to spend his weekends and free moments.

The two crews left at 6 a.m. and when Ed arrived, cameras were already set up outside the Prime Minister's three-room wooden hut. Nature was kind. The sun shone and the desert wind had not yet begun to howl. (It started five minutes after the interview ended). Ed was introduced to Ben Gurion, they chatted for a few moments just to get accustomed to each other, sat down, and within a minute, the cameras started rolling. Murrow makes it a point not to discuss or rehearse his questions before the interview. Everything is done "on camera." The result is spontaneity on the television screen. And the nature and manner of the questioning are such as to put the interviewee at ease. The Ben Gurion interview lasted an hour. Observers present who have listened in to numerous interviews with the Prime Minister affirm that never before has he offered so rich a fare of fact and philosophy. He spoke freely and with great candour about the problems that beset the State, what he is doing, what he proposes to do and what he feels others should do. He told Ed, on camera and very much on the record, that he was prepared to sit down with Nasser and any other Arab leader "tomorrow, any place, at any time, to discuss peace and negotiate a peace treaty." He burked no question, evaded no issue. He replied fully to everything he was asked. The result must surely be the most comprehensive film record to date of the feelings, thoughts and ideas of the Prime Minister of Israel.

The interview over, Ben Gurion returned to his hut, while Ed and Fred wandered round the settlement securing additional background shots. This completed, Ed thought he would just slip over to the hut to say a final goodbye to the Premier. He knocked. There was no reply. He knocked again. Again no reply. He then opened the door, and walked in. Opposite the outer door was the kitchen. It was open. Standing by the sink stood the Prime Minister of Israel, engaged in washing a plate beneath a thin trickle of water that flowed reluctantly from the faucet. They bade each other 'Shalom' - the Hebrew greeting that means "peace" - and Ed returned to the car. He told Fred what he had just seen. Someone nearby suggested filming the scene of Ben Gurion in the kitchen. "Not on your life" said Ed, "no-one would believe it. They'd think it had been staged."

The party headed northwards to spend the night in Tel Aviv, the teeming, lively city on the Mediterranean and the largest city in Israel. It was their first evening of relaxation, and they spent it at a party given by young members of the Chamber theatre, a bright and talented group, whose outstanding recent successes have been Shaw's St. Joan and Shakespeare's As You Like It. Highspots of the evening were Israeli folk songs and Negro spirituals sung by a trio to a guitar accompaniment, a puppet show, and some highly diverting theatrical caricatures by a brilliantly talented pantomimist, Shai Ofir. It was 2:30 a.m. when the party got to bed. And by eight, they were on the road to an Arab village near the Jordan border.

This was Tira, a few hundred yards from the frontier and opposite the Jordan held city of Qalqiliah. It lies about 25 miles northeast of Tel Aviv. The party was received by the Arab mayor, in flowing robes and head-dress, and the Arab superintendent of schools who served as interpreter. They were taken up a hill to inspect the new reservoir which the Government had built and which meant, for the first time, a faucet in every Arab kitchen. Someone observed

that this meant the passing of that centuries-old gracious sight - Arab women walking with slender grace from the well, a pitcher on their heads. But the women themselves who did the carrying were not at all reluctant to exchange the arduous romanticism for the boon of water on tap inside the house. The piping in of water to this village also meant green fields and abundant crops. Their standard of life had never been higher.

From coverage of water, Ed was taken to see the schools - including a high school built in the last couple of years. It was the first time the Arabs were receiving higher education. Some of the brighter pupils of this village have graduated to and are now students at the Hebrew University of Jerusalem and at the Haifa Technion - Israel's M.I.T.

The Mayor then proudly led the party to the new hospital which is in course of construction. And they then wandered round the village.

In his interview, Ed asked the mayor what conditions were like for the Arabs of Israel. The mayor replied that he could speak only for his village, and he had the highest praise for the way the Government had helped to raise living standards beyond anything they had enjoyed under the British mandate and beyond those of villages in the Arab lands. None had such high educational and health services, instruction in the use of modern agricultural techniques, water. "How about political freedom" asked Ed. "We have it," said the mayor. He had been elected by popular vote at the last election. "How many parties do you have in your village?" "Two" said the mayor. "What's the difference between them?" Here the mayor was somewhat nonplussed. He shrugged a shoulder, laughed, and then said that in fact there was little difference between the two. "In that case," said Ed, "whom do I vote for if I ever come back here and settle?" "Oh, me of course" beamed the mayor. He had one complaint against the Government. Araba living in the border area had to have a permit to move about the country. This was irksome, though he added that in the last two

years permits were given freely and for six months or yearly periods, rather than for each trip. He understood the reason as an anti-infiltration device, but still it was tiresome and he looked forward to the day when permits would be unnecessary.

The only casualty on this visit was Janet Murrow. While the units were busy filming, Janet wandered through the dirt-track alleyways of the village on her own. An Arab lady standing near the door of her house invited her in for tea. Janet was delighted at the chance of seeing how they live. In she went, through the courtyard and into a large room rich with rugs and tapestries. Tea was brought. Janet put the cup to her lips. She tasted a thick, syrup-sweet liquid, and was about to spit it out when she remembered youthful tales about Arab hospitality, and the importance of not offending by a refusal. With great stoicism, she drained the cup. It was a green looking Janet who joined up with the party an hour later....

From Tira the convoy headed north, to the Sea of Galilee (also known as Lake Kinnereth), through the Valley of Esdraelon and down to the Jordan plain. Ed wanted to interview the men who fish in this Lake and find out from them, rather than from the politicians, what they felt about the Israel punitive action against the Syrians some months ago. The party made for Ein Gev, also a kibbutz, on the eastern edge of the Lake, close to the Syrian border and two and a half miles south of the scene of the fighting. The sun was waning as the party arrived, but by a record - and back - breaking transfer of equipment from truck to jetty and the speediest possible setting up of cameras admittedly under the goaded barbs of Fred's tongue - Leo and Marty managed a glorious dusk shot of fishing vessels moving out into the sea.

Then came an example of Ed's and Fred's insistence on what they call "things being kosher." Nothing faked; nothing posed; nothing staged. Whatever is the normal activity - that is what the cameras must capture. Simulated

activity - even if the result on the screen is the same or better - is spurned.

Ed wanted to interview the fishermen while they were engaged in actual fishing. For a night shot, much light was needed. The easiest way to get this shot was to set up cameras on the jetty, run a power line from the settlement, and have the fishermen in their boats just a few yards away. In this way the cameras would be steady, the lights right, there would be no vibration from the engines to disturb the microphone, no need for intricate haulage of equipment, and the whole job could be wrapped up in an hour. It all seemed feasible, particularly as the shots would be close and none would know that it was being filmed near the jetty rather than in the open sea. There was only one thing wrong. It wasn't 'kosher.' "Do you ever fish near the jetty?" Ed asked the fishermen. "Never," they replied. "Where do you fish - where are you fishing tonight?" "About a mile and a half out, in the heart of the Lake." "Okay," said Ed, "that's where we'll do the interview."

Then Fred got busy, ably assisted by some of the bright Israel Government Press Office boys who had come along to help. They got a couple of Israel police launches to supply power for the lighting, camera crew, kibbutznicks and police hauled equipment from jetty to launch, and cameras were set up on either side of the bridge of one of the police boats from which the filming was to take place. Ed stepped into a light motor boat, used by the kibbutz for echo soundings, and the nautical party moved off into the night, extreme care being taken not to disturb the fish.

This is how they fish in the Sea of Galilee - probably the most noted ancient fishing spot in the world. The boat with the echo sounder does a reconaissance in the late afternoon to detect the fishing ground. The area is marked with buoys. At dusk, small vessels proceed to the grounds, equipped with large LUX lamps at their stern. On arrival they drop anchor and wait. The light from the lamps attract the fish. An hour and a half later, other

boats go out, drop nets around the area of light, and then haul in their catch. Sometimes they are lucky. Sometimes they draw a blank. The night the Murrow party went out, they were lucky to haul in four tons of fish. The interview took place while the catch was actually being brought in over the side.

As the party neared the fishermen, they were suddenly apprised of two problems. Fred told the captain of the launch that the cameras had to get to within ten feet of the fishing boats. But this endangered the nets, which would probably be torn by the propellers. And the engine had to be cut off, so as not to disturb the microphone. But this meant no control in case of drift. The problems were solved by the kibbutznick in charge of the light motor boat which was carrying Ed to the location. Fifty yards from the fishing ground, the launches cut their motors. They were tied to the light motor boat and brought gently in to the fishing area. Ed stepped in to one of the fishing vessels and began chatting to the men as they hauled the fish over the side, singing as they worked.

Fred barked orders to the cameramen, the soundmen, and the sundry kibbutznicks and police who were each holding a lamp to light up the men. The spotlights of the launches had proved unsatisfactory - they threw a powerful beam but the area of illumination was small. Improvised lighting had been hurriedly secured by removing the headlamps of every truck in the settlement and running them off the launch generators. Every spare man aboard held a lamp.

And then Fred gave the order for the cameras to roll. The sight was incredible. Ed standing immaculate in the fishing vessel as wet nets were hauled in at his feet, fish jumping and glistening in the bright light as they came over the side, a prevailing hush - even the fishermen stopped singing at the sound of Fred's roar "QUIET NOW" - and overhead, the star-studded sky covering the S a of Galilee as serene as it must have been two thousand years ago when other, more noted, fishermen cast their nets on this very spot. On

the prow of the police launch, having a whale of a time, legs dangling over the side, and flanked by Leo and Marty behind their cameras, sat Fred, like some biblical Bligh, running this amphibious show, and barking clipped orders to the cameramen as if they were marine gunners firing salvos. One youngster holding a lamp slipped on the wet deck in the middle of the shooting. He was saved only because Fred didn't know the Hebrew for "fifty lashes."

With the limitless possibilities for everything going wrong, it is amazing that everything went right. Technically, the sequences and the interviews were perfect. Again, there was an absence of self-consciousness as these young Jewish fishermen answered Ed's questions. "What do you think" asked Ed, "about the action against the Syrians for which your government was censured by the Security Council - the actinn which took place just off the Lake, a couple of miles over in that direction, I understand?" "Well," said one lad, "I'm not a politician, just a fisherman. This is our lake. No one disputes it. It's entirely in Israel territory. The Syrians put up positions on the lakeside and fire at us. You see how we fish. We go out in boats with lamps. The light attracts the fish. But it also attracts the Syrians. It isn't pleasant to sit out here in these boats, and have pot shots taken at us. Something has to be done. If members of the Security Council could be here and see what happens, I don't think we'd have been censured. I think they'd have had something to say to the Syrians. Incidentally, since the action, there's been no incident, and we've been able to fish without disturbance ever since."

The party left the fishermen singing songs from the Bible and songs of Israel pioneers, and returned to the jetty. As they landed they heard strains of Mozart coming from the settlement dining room. The crews broke their earlier record of transferring equipment and raced to set up cameras to capture for the screen the Saturday night concert in this border village.

It was being held in the dining room. Tables had been cleared, and room made near the kitchen for the celebrated Israel Quartet - Fenyvesz violin, his sister, viola; Thelma Yellin, cello; and Tal, piano - who played chamber works ranging from Mozart to Prokofieff, Beethoven to Dvorzak. The farmers and fishermen of this settlement, their wives and children, sat on bare forms in this stark room, entranced by music some of which had been composed for and first played in more courtly and ornate surroundings. But no eighteenth century ducal salon could have been more appreciative. And the audience was delighted when Fred requested some encores to shoot close-ups of the players. It was late when the party got to bed in the kibbutz guest rooms.

And they rose early next morning to make a precarious climb in a command car to the top of Sussita, the hill captured by the kibbutznicks from the Syrians during the War of Independence which the Arabs had used to pour shells on to the settlement. They descended to breakfast at the small rotunda-like open cafe at the lakeside, off grilled freshly caught catfish steaks. Ed, in biblical mood, chose instead grilled St. Peter's fish, the speciality of the Sea of Galilee.

Tragedy hit the party on their way to the next stop. At the kibbutz the previous evening, a bowlful of radishes had been put on the table. There was something special about them for the American visitors. They were the size of grenades, and they were delicious. It took three powerful men to remove Fred from the table so that the teams could get on with the shooting. Before retiring, Fred had been heard to murmur something about getting a supply of the radishes taken to the cars, to spice the journey. Halfway round the Lake, just as they were nearing the Mount of Beatitudes, Fred suddenly exclaimed, "where are the radishes?" A white faced Government press liaison officer had to confess that he thought Fred had been joking and apologised for this grave logistic snarl-up. Only Ed's persuasive insistence

prevented Fred from ordering the convoy to turn round and get back to the kibbutz. Radishes in Israel are now known as Friendly's Delight. Any connection with Sherwood is furiously denied.

Waiting for the party on a hill to the north of the Lake stood Bud Mollahan, an American agricultural expert who is in Israel under the U. S. technical assistance programme to teach Israel farmers new techniques. Ed interviewed him as they faced the Sea of Galilee. To their left was the Mount of Beatitudes, scene of the Sermon on the Mount. A little to the right was Migdal, birthplace of Mary Magdalene. Bud spoke of "Operation Cowboy," under which land unfit for cultivation was being reseeded for range farming, for the raising of beef cattle. As they spoke, Israel cowboys, one riding a short tough quarter horse which had been flown out from Texas a few months before, weaved in and out of the fine herd, for all the world as if they had been born in a corral rather than a European ghetto. "How do the Jews take to farming," Ed asked Bud. "Like a duck to water," said Bud. And he added in a rich and fluent drawl "it"s funny, the Jews have been away from the land for two thousand years. They've come here and started up again. And they make fine farmers. Look at what they've done in the desert down south." And he went on to describe farming in modern Israel and how eager these farmers have been to learn new methods which experts have come in to teach.

It was time to leave. Next appointment was with a jet-fighter squadron midway between the Jordan Valley and Haifa, taking in Nazareth on the way. The party was taken on a tour of this Arab Christian city, visiting the Church of the Annunciation, and the caves nearby where Mary is believed to have heard the news from the Angel Gabriel, where the family of Jesus lived, the stone table on the floor where they ate, the workbench of Joseph the Carpenter. A new modern church is now being built on the site of the Annunciation.

Four jet Meteors were just taking off when the party moved through the

gate of this Air Force base in northern Israel. Colonel Ezer Weismann, nephew of Israel's First President, and commander of the unit was waiting to greet Ed. He was one of the two officers on the field who had been trained by the RAF during the war. The rest were all Israel trained flyers. As they crossed one tarmac, Ed asked if it was long enough to take a Meteor. "Long enough to take a Sabre jet" was the Colonel's quick reply. This is a sore point with the Israelis. The Egyptians are now receiving big shipments of Russian MIG fighters. Israel has nothing to match them for speed. She has asked the USA for F 86s - which are by now too slow for the American Air Force but fast enough for Israel. So far the answer has been NO.

Not that the disappointment was discernible on Weizmann's face. It was as fresh and cherry as the text-book version of the face of a fighter ace. From his lips, when he talks to his men, comes a rapid fire of Hebrew interspersed with RAF witticisms. Ed interviewed him against a background of obsolete P 51s - the only planes Israel has received - on payment - from the United States.

When they shot a pilot entering a Meteor, they noticed that his forearm had a tattooed number. It transpired that he had been a refugee in a Hitler concentration camp. "Which one," asked Ed. "Buchenwald" was the reply. Ed Murrow happens to have been the first American correspondent to enter Buchenwald on the day of its liberation. They had been in the same camp at the same time. But the robust young flier of today had then weighed 75 pounds. He had been in the hospital, suffering from frozen legs. The Germans inoculated most of the patients with a death needle - but hadn't managed to reach his cot before the death camp was liberated. Today, an experienced fighter pilot, he serves as flying instructor to young Israeli cadets.

Lunch time next day found the party out at an Israel army parachute base to cover a drop. Marty and Larry set up their camera inside one of the planes

near the despatcher to cover the jump while Leo and Dave and the rest of the party drove out to the dropping area. Marty was put out by the refusal to give him a parachute. He wanted to follow the boys after filming them. And Ed was only restrained from jumping by Fred's ingenuity in having him driven to the dropping area straight from Tel Aviv. While waiting for the planes to come over, Israel's Chief of Staff, Major-General Moshe Dayan arrived. The interview had been arranged there to save time. But as luck had it - Friendly luck it was called - the paratroopers came over in the middle of the interview, forming an appropriate back-drop to the sequence. Dayan, like Ben Gurion, was utterly frank. The Americans, he said, were making the British mistake of jettisoning friendly Israel and trying to buy Arab support. History had shown that Arab so called friendship was worthless. It was built on shifting sands. Despite all the aid the Arab States had received from America and Britain, Egypt had just done a deal with the Russians, opening her doors to vast shipments of arms - and to Russian influence. The obvious logic would be for America to supply defensive weapons to Israel, matching the Czech supply to Egypt tank for tank, plane for plane, gun for gun. Instead the American logic seems to be "The Egyptians are getting arms from the Soviets; they must therefore keep getting arms from us." Egypt, having learnt the virtue of diplomatic blackmail, gets arms and aid from both sides, making her strong enough to carry out her threat of attacking Israel, while Israel's arms position remains static. This is the certain road to war in the Middle East.

Dayan, who lost an eye while serving in the British forces during the Syrian campaign, is a farmer. He was born in a kibbutz and brought up in a cooperative small-holding village which his father founded. He has a fine war record and is proud of the fact that the Israel Army devotes as much time and energy to the education of the soldier as it does to his military training. "We seek," says he "to make the Israel soldier a public-spirted

citizen in time of peace and an effective fighter in time of war." He considers the army to be the greatest adult educational force in the country for the integration of the immigrants. He is certainly an unusual brass-hat. Asked what he'd most like to do, he says - and he means it: "Get out of the army and back to farming."

From paratroopers to protocol. It was getting late and Ed and Fred had a dinner date with Foreign Minister Moshe Sharret in Jerusalem. They made it just in time. Dress was informal, though the dinner party was large. Janet learned some new recipes from Zippora Sharett, notably the grated beetroot, banana and nut. Ed couldn't eat too much as he had an interview immediately after. And Fred was delightfully unprotocolish by jumping up between courses to find out how Leo and Marty were getting along with the setting up of cameras and lights in the Foreign Minister's study. It was, however, a pretty well-fed lot that moved in front of the lenses for the television interview. The cameras started rolling at 11 and went on to just past midnight. Again, the Murrow method of putting interviewee at ease worked - and paid off, in spontaneity of reply, frankness and candour. Sharett talked to Ed, in answer to crucial questions, as he would to a fellow member of the Cabinet. An evening both enjoyable and profitable in terms of footage.

Fred left for New York next morning, and Israel began to breathe again. Characteristically, Fred took one of the camera teams with him to the airport. He had heard that a plane was arriving that morning bringing immigrants from Cochin India, and he was determined to get it covered before catching his own plane. His luck held, and he managed to finish directing this sequence a few moments before his own plane was due to take off. By this time, all the airport officials, police and customs men were conditioned to carry out his slightest behest. So it was a small matter for him to be

whisked from the immigrant plane tarmac to his waiting plane, the door shut behind him and the pilot signalled to carry him off.

Ed had one more assignment before leaving: coverage of an immigrant ship due to arrive in Haifa next morning. Eight o'clock found him at the port, standing at the foot of the gangplank, microphone in hand, interviewing some of the 852 immigrants from North Africa as they came off the ship. Most of them were going straight from the ship to a farm settlement in the south. Greeting them was a youth orchestra from Haifa, playing folk songs of Israel. Nearby were relatives andffriends, come to welcome them. It was a joyous sight.

As the cameras stopped rolling, the teams were about to utter a silent prayer of thanksgiving on completion of what was a fascinating but most gruelling assignment. The crews said that they had worked at that kind of tempo for two or three days at a time, but never for so sustained a period. But Ed had read the paper that morning. And his eye had caught a small stop-press item. It appears that the previous afternoon, Syrian infiltrators had crossed the border in the north and stolen a flock of 312 sheep belonging to Kibbutz Dan. "Let's go there and find out what happened. Let's set up the cameras at the actual spot where it occurred and interview the shepherd." So that's where the convoy headed for - Kibbutz Dan ("From Dan to Beersheba"), in the northeastern corner of Israel, situated on a finger-tip of land with the Syrians on three sides. Three hours later, Ed and the shepherd were 'on camera,' exactly three hundred yards from the Syrian frontier, and Ed learned that roughly the same time on the previous day, the shepherd had stood there with his flock when three Syrian infiltrators, one of them armed, had come across the border. He himself had been unarmed - as nothing had happened in those parts for a year or more. And so he had rushed back to the kibbutz to summon help, for many shepherds had been killed in Israel

in the last few years. When they had returned, the sheep had gone. "Didn't you feel like going after them?" asked Ed. The shepherd smiled. "Of course we'd like to. But we know what happens. We chase them, cross the border in pursuit, and then the United Nations condems us for violating the frontier rather than the Syrians for crossing and rustling our sheep." "Will you get your sheep back?" "Who knows," replied the shepherd. "They stole a herd six months ago from another kibbutz. They've admitted that the cattle are in their hands. But we're still waiting.

The party said Goodbye to Kibbutz Dan - and practically goodbye to Israel, for Ed was on the plane next morning in an effort to make his Friday night "Person To Person" show. The two camera crews were left behind to complete the shooting of background sequences which did not require the presence of Murrow. They left on 21st February, and by 7:30 A.M. on the 22nd, Israel went back to work.

Postscript: Word came though three days after Ed left that the Syrians had returned 292 of Kibbutz Dan's sheep. Only 20 had been lost. This return, so speedily after the theft, is unprecedented. The general kibbutz theory is that it is due either to the Murrow broadcast on the subject, given the same evening, or to the setting up of the cameras, including a telelens, for the interview on the same spot. For the television operation was under Syrian observation from three sides. At all events, Murrow will long continue to be an honoured name in the annals of Kibbutz Dan.

-- Moish Pearlman --